

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								TOTAL WORKING PERS				LOH 18-49 W/CH				WOMEN 18- 18- 25- 35- 55+					MEN 18- 18- 25- 35- 55+					TEENS TOT. 12- 12- 17 17		CHILDREN TOT. 2- 6- 11 11	
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																													
CBS COLLEGE FTBL GAME-CONT'D																													
11.00 - 11.30					A	7.4	14	669	1562	203	149	71	495	143	254	243	235	209	911	301	585	580	427	284	54^	6v	102	67^	
11.30 - 12.00					A	7.5	15	678	1526	204	152	59^	475	154	262	252	225	179	896	280	551	570	430	295	69	8v	86	51	
12.00 - 12.30					A	7.5	17	678	1507	220	174	55^	509	171	273	256	219	201	851	280	522	533	405	279	64^	12v	83	44^	
CBS SPECIAL MOVIE-THU(S)					A	7.6	14	687	1444	317	239	95	829	221	454	467	443	300	459	134	257	254	231	167	71	31^	84	48^	
THU 9.00P 120 CBS																													
196 92 FF																													
OPEN ADMISSIONS																													
9.00 - 9.30					A	6.9	12	624	1465	329	250	91	845	235	466	466	437	302	469	127	249	248	234	190	56^	18v	96	42^	
9.30 - 10.00					A	7.0	12	633	1436	333	249	98	864	242	482	489	450	302	444	125	239	249	224	164	63^	28^	65^	24^	
10.00 - 10.30					A	8.3	15	750	1448	303	226	107	820	211	445	471	446	301	453	134	255	256	226	154	76	31^	99	69	
10.30 - 11.00					A	8.1	16	732	1446	312	237	86	805	202	434	450	444	298	477	149	283	265	240	164	86	43^	77	54^	
CBS SPECIAL MOVIE-FRI-1(S)					A	11.5	23	1040	1497	306	222	61	828	176	413	433	463	341	430	115	199	216	223	183	71	47	167	123	
FRI 8.00P 90 CBS																													
195 91 FF																													
SECRET WITNESS																													
8.00 - 8.30					A	10.2	21	922	1465	300	223	58	831	176	401	428	449	355	432	106	186	206	224	197	56	37^	145	107	
8.30 - 9.00					A	11.5	23	1040	1476	315	228	59	829	168	414	438	480	342	420	120	196	210	217	176	70	46	156	113	
9.00 - 9.30					A	12.8	24	1157	1543	305	217	64	825	185	422	433	459	330	438	117	211	231	228	180	85	56	195	145	
CBS SPECIAL MOVIE-FRI-2(S)					A	10.6	20	958	1487	295	213	62	816	173	412	438	473	321	438	119	219	240	233	171	74	45^	158	120	
FRI 9.30P 90 CBS																													
205 97 FF																													
RUN TILL YOU FALL																													
9.30 - 10.00					A	10.7	20	967	1505	296	208	61	822	176	411	432	469	328	435	110	207	236	238	176	80	51	167	127	
10.00 - 10.30					A	10.4	19	940	1479	284	203	64	816	172	407	436	475	325	433	118	220	242	231	165	65	39^	164	130	
10.30 - 11.00					A	10.6	20	958	1490	308	229	61	818	173	421	450	479	313	451	131	233	244	232	173	77	45^	144	104	
CBS SUMMER PLAYHOUSE(B)					A	3.3	6	298	1362	274	208	64^	724	172	358	352	380	324	411	99^	245	261	225	128^	76^	23v	150^	70^	
TUE 8.00P 30 CBS																													
104 62 FV																													
TICKETS, PLEASE																													
CBS SUNDAY MOVIE																													
SUN 10.26P 120 CBS																													
215 98 FF																													
INTRIGUE																													
10.00 - 10.30					A	10.4	18	940	1536	286	189	39^	770	139	301	346	386	397	673	161	313	340	356	291	36^	12v	57	33^	
10.30 - 11.00					A	9.2	16	832	1523	294	205	39^	755	151	330	360	399	357	674	156	324	346	372	280	40^	12v	55^	39^	
11.00 - 11.30					A	8.7	17	786	1471	279	188	42^	745	157	344	357	396	354	655	142	323	369	372	260	23^	11v	48^	33^	
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET	NO. OF T/C	A V G. A U D. %	S H %	A V G. A U D. 0,000	TOTAL WORKING LOH				PERS (2+)	W O M E N					M E N					T E E N S		CHILDREN									
								18- W/CH	18- 49	18- 49	18- 49		18- 34	18- 49	25- 54	35- 64	55+ 65+	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11								
EVENING CONT'D																																		
GROWING PAINS(R)					A	14.0	25	1266	1609	301	253	106	699	305	468	385	264	199	386	171	272	241	157	90	205	105	319	220						
WED	8.00P	30	ABC	11	B~	12.4	24	1121	1599	301	257	98	708	324	480	391	264	190	414	207	304	252	158	87	178	106	281	192						
	211	98	CS	27	C~	14.2	26	1284	1650	307	260	101	713	325	489	407	270	186	428	215	315	268	172	90	205	117	289	191						
HEAD OF THE CLASS(R)					A	14.1	24	1275	1589	343	298	132	706	328	495	416	263	180	398	183	289	258	165	83	203	105	283	183						
WED	8.30P	30	ABC	10	B~	12.4	23	1121	1599	319	274	105	700	327	491	401	260	175	430	213	320	271	165	84	183	109	291	197						
	208	98	CS	45	C~	15.1	25	1365	1671	324	276	107	719	331	499	425	276	181	458	227	343	296	185	89	208	115	292	194						
HIGHWAYMAN SPECIAL(S,R)					A	6.0	12	542	1610	233	180	86	720	201	401	381	344	278	564	217	345	329	252	173	103	47^	223	152						
FRI	8.00P	60	NBC																															
	161	85	A																															
	8.00 - 8.30				A	5.5	11	497	1602	215	169	91^	720	208	403	383	331	279	536	204	336	317	248	163	117	58^	229	161						
	8.30 - 9.00				A	6.4	13	579	1642	252	193	84	732	199	405	386	361	282	597	231	358	345	259	184	92	38^	222	147						
HOGAN FAMILY(R)					A	14.4	24	1302	1701	320	270	87	742	319	501	431	313	195	395	187	310	281	177	61	224	137	341	228						
MON	8.30P	30	NBC	8	B	12.6	23	1113	1677	304	261	93	707	321	497	400	283	177	421	212	328	275	171	69	200	115	349	228						
	207	99	CS	11	C	12.8	24	1132	1679	304	261	96	705	323	497	399	279	174	424	218	329	270	166	72	200	114	350	232						
HOOPERMAN(R)					A	10.8	18	976	1569	342	295	124	769	319	511	461	319	217	467	182	326	297	214	117	146	86	187	112						
WED	9.00P	30	ABC	8	B~	10.4	19	940	1560	325	271	107	745	314	485	422	297	209	458	201	314	285	197	109	138	79	231	149						
	189	91	OP	40	C~	13.6	23	1229	1610	321	263	102	745	296	481	437	327	215	515	214	353	321	237	128	154	82	208	134						
IN THE HEAT OF THE NIGHT(R)					A	12.7	21	1148	1567	274	202	72	807	197	407	405	401	347	556	166	302	314	270	203	108	42	96	48						
TUE	9.00P	60	NBC	5	B~	12.6	22	1139	1553	279	200	60	787	176	390	399	412	337	571	154	305	306	301	219	89	42	108	65						
	195	97	OP	11	C~	14.6	24	1320	1605	274	195	58	807	167	381	400	432	356	608	143	302	306	331	256	84	37	98	59						
	9.00 - 9.30				A	12.8	21	1157	1564	267	199	71	815	195	404	401	400	362	543	160	290	297	261	206	106	44	101	49						
	9.30 - 10.00				A	12.6	21	1139	1571	281	205	73	800	200	409	409	401	331	569	173	315	332	278	200	110	40^	92	46						
JAKE AND THE FATMAN(S,R)					A	7.6	13	687	1598	266	179	53^	820	127	330	360	418	421	573	101	249	278	313	280	85	21^	121	46^						
WED	8.00P	60	CBS																															
	127	69	OP																															
	8.00 - 8.30				A	7.1	13	642	1593	271	177	50^	829	119	318	346	411	446	567	98	243	271	308	280	83	22^	114	47^						
	8.30 - 9.00				A	8.2	14	741	1583	259	178	55^	802	133	336	368	419	394	570	102	251	281	313	277	85	19^	126	45^						
KATE & ALLIE(R)					A	11.5	18	1040	1527	346	272	86	822	256	462	428	364	306	447	151	249	251	202	159	133	74	124	81						
MON	9.00P	30	CBS	3	B~	12.2	20	1103	1499	325	255	75	805	256	451	417	353	299	414	137	231	229	189	149	119	74	162	105						
	213	99	CS	3	C~	12.2	20	1103	1499	325	255	75	805	256	451	417	353	299	414	137	231	229	189	149	119	74	162	105						
L.A. LAW(R)					A	15.0	28	1356	1486	333	256	100	783	259	463	415	361	274	550	228	342	302	222	181	82	49	71	38						
THU	10.00P	60	NBC	8	B~	15.1	28	1365	1518	333	266	90	753	279	473	425	338	236	532	227	360	318	228	145	111	59	113	71						
	203	99	GD	41	C~	17.2	30	1555	1542	339	274	100	775	288	502	463	362	225	576	225	383	358	269	155	101	55	95	53						
	10.00 - 10.30				A	14.7	26	1329	1486	331	255	103	784	263	463	417	356	274	548	229	341	298	219	183	82	48	72	38						
	10.30 - 11.00				A	15.3	29	1383	1486	334	257	96	782	255	463	414	365	274	552	226	343	305	225	178	82	49	71	37						
LIFE AFTER DEATH ROW(S)					A	8.9	17	805	1499	300	247	77	737	268	443	399	314	256	574	195	373	378	323	148	65	23^	123	75						
FRI	9.00P	60	ABC																															
	CONT'D																																	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN		
									PERS	WOMEN	18- 49	TOTAL		18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	2- 11	6- 11
#STNS	CVG%	TYPE	(2+)	18+	49	<3	34	49	54	64	55+	34	49	54	64	55+	17	17	11	11								
EVENING CONT'D																												
LIFE AFTER DEATH ROW(S)-CONT'D																												
189 93 N																												
9.00 - 9.30																												
9.30 - 10.00																												
MACGYVER(R)																												
SUN 8.00P 60 ABC 11																												
211 94 A 15																												
8.00 - 8.30																												
8.30 - 9.00																												
MAGNUM, P.I.(R)																												
MON 10.00P 60 CBS 8																												
212 98 PD 8																												
10.00 - 10.30																												
10.30 - 11.00																												
MARRIED...WITH CHILDREN(R)																												
SUN 8.30P 30 FOX 10																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME				NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET #STNS CVG%			AVG. AUD. %	SH %	AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN					
									PERS (2+)	WOMEN 18+	18- 49	LOH W/CH <3	TOTAL	18-	18- 49	25- 54	35- 64	55+	TOTAL	18-	18- 49	25- 54	35- 64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-		
EVENING CONT'D																														
MOONLIGHTING(R)-CONT'D																														
	206	95	PD	38		C~	15.0	24	1356	1631	362	324	125	751	393	576	481	278	141	467	263	384	321	171	66	195	111	207	132	
	9.00 - 9.30					A	11.1	18	1003	1532	302	267	104	661	304	466	372	253	174	412	226	305	249	133	89	235	116	224	144	
	9.30 - 10.00					A	10.7	18	967	1506	328	294	117	710	348	519	412	260	168	404	232	304	250	123	81	204	92	187	119	
MY TWO DADS(R)						A	12.5	20	1130	1652	293	236	91	733	247	462	420	348	224	493	219	339	313	212	121	185	99	242	173	
SUN	8.46P	30	NBC	9		B~	9.0	17	814	1660	316	272	86	712	288	495	417	307	178	478	232	355	304	198	92	196	112	284	201	
	209	90	CS	13		C~	9.2	17	832	1652	310	270	88	708	302	491	408	290	181	477	235	355	304	189	95	196	114	265	191	
	8.30 - 9.00					A	11.7	19	1058	1656	288	229	88	740	251	461	415	347	232	479	210	331	307	214	115	183	100	254	187	
	9.00 - 9.30					A	13.3	21	1202	1637	295	240	93	721	242	459	420	345	215	500	224	342	316	208	124	186	98	231	161	
NBC MONDAY NIGHT MOVIES						A	11.3	19	1022	1573	305	231	87	785	271	481	441	370	250	462	177	323	298	232	108	148	98	178	116	
MON	9.00P	120	NBC	9		B~	13.8	24	1248	1586	313	252	85	794	272	484	435	380	253	494	184	324	300	243	138	132	76	152	93	
	204	99	FF	43		C~	15.7	26	1419	1624	326	261	84	829	268	492	456	399	273	512	178	318	299	255	155	139	75	148	93	
BABY, IT'S YOU						A	12.2	19	1103	1618	291	223	85	765	276	469	428	352	241	454	174	320	300	231	104	163	110	236	160	
	9.00 - 9.30					A	11.5	18	1040	1560	294	223	97	769	274	471	428	354	249	459	175	326	304	231	103	146	96	186	120	
	9.30 - 10.00					A	11.2	19	1012	1549	311	241	84	788	274	493	450	371	243	469	182	328	305	234	108	144	92	149	96	
	10.00 - 10.30																													
	10.30 - 11.00					A	10.4	18	940	1543	323	238	81	816	257	488	459	403	266	462	175	312	278	231	119	134	94	130	79	
NBC MOVIE OF THE WEEK-WED(R)						A	12.2	21	1103	1469	276	223	110	738	273	478	409	349	215	527	203	361	331	256	136	115	45	89	43	
WED	9.00P	120	NBC	3		B~	12.4	22	1121	1516	284	227	89	750	252	459	410	366	241	535	195	330	316	260	163	114	55	112	70	
	203	98	FF	3		C~	12.4	22	1121	1516	284	227	89	750	252	459	410	366	241	535	195	330	316	260	163	114	55	112	70	
I MARRIED A CENTERFOLD						A	11.0	18	994	1482	280	228	105	726	262	456	378	338	228	517	197	342	313	251	145	110	42^	129	65	
	9.00 - 9.30					A	12.4	21	1121	1497	281	232	105	726	278	478	399	342	205	533	214	368	333	252	136	118	47	119	58	
	9.30 - 10.00					A	12.5	22	1130	1459	269	216	120	745	281	490	424	353	206	526	200	364	340	258	130	119	46	69	32^	
	10.00 - 10.30					A	13.0	24	1175	1431	270	215	106	749	268	480	425	360	220	527	201	364	334	259	131	111	43	44	20^	
	10.30 - 11.00																													
NBC NEWS SPECIAL(S)						A	9.3	17	841	1470	272	219	79	772	212	437	428	379	285	544	189	346	340	282	138	93	35^	61	30^	
TUE	10.00P	60	NBC																											
	192	96	DO																											
IT'S NOT EASY BEIN' TEEN						A	9.5	16	859	1482	272	215	88	771	221	434	428	368	281	554	197	354	351	284	138	87	30^	71	35^	
	10.00 - 10.30					A	9.2	17	832	1441	268	221	70	765	200	435	423	387	286	528	178	334	325	277	138	99	39^	49^	25^	
	10.30 - 11.00																													
NBC SUNDAY NIGHT MOVIE						A	11.3	20	1022	1658	300	265	90	681	252	489	443	328	161	748	316	565	525	375	137	114	44^	115	68	
SUN	9.16P	120	NBC	11		B~	12.4	23	1121	1682	298	242	79	708	255	459	419	339	208	671	255	464	428	334	160	142	64	172	123	
	206	96	FF	46		C~	15.4	26	1392	1722	332	268	85	778	283	493	450	364	231	637	254	436	399	303	159	156	79	148	99	
SHOOTER						A	11.1	18	1003	1664	290	242	89	699	222	471	458	357	182	641	252	463	452	335	126	131	54	193	117	
	9.00 - 9.30					A	11.0	18	994	1701	306	269	90	704	249	505	461	349	164	735	310	543	515	367	139	118	46^	144	81	
	9.30 - 10.00																													
	CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.5-11, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. 0,000	TOTAL WORKING LOH					W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18- W/CH	18- 49	18- 49	25- 34	35- 44	45- 54	55+	18- 49	18- 49	25- 34	35- 44	45- 54	12- 17	12- 17	2- 6	6- 11		
#STNS	CVG%	TYPE							(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																													
NBC SUNDAY NIGHT MOVIE-CONT'D																													
	10.00 - 10.30					A	11.7	20	1058	1678	307	276	94	674	267	495	442	311	152	776	330	587	547	386	141	120	45	108	64
	10.30 - 11.00					A	11.6	21	1049	1630	303	270	88	666	258	487	434	315	151	772	331	594	542	382	136	113	44	79	49
	11.00 - 11.30					A	10.7	22	967	1592	280	245	88	665	241	464	414	323	171	767	328	598	534	389	136	84	35	76	46
NEW HART(R)																													
MON	8.00P	30	CBS	5		A	9.9	17	895	1528	325	246	42	793	200	381	376	374	358	549	138	279	298	291	217	73	41	113	75
	212	99	CS	5		B	9.0	17	814	1459	316	240	68	792	230	400	379	338	346	488	132	249	255	237	199	59	32	108	71
						C	9.0	17	814	1459	316	240	68	792	230	400	379	338	346	488	132	249	255	237	199	59	32	108	71
NFL MONDAY NIGHT FOOTBALL																													
MON	8.00P	201	ABC	1		A	19.1	33	1727	1589	253	207	55	545	189	327	306	252	183	895	301	578	558	452	260	78	20	72	42
	223	99	SE	1		B	19.1	33	1727	1589	253	207	55	545	189	327	306	252	183	895	301	578	558	452	260	78	20	72	42
						C	19.1	33	1727	1589	253	207	55	545	189	327	306	252	183	895	301	578	558	452	260	78	20	72	42
WASHINGTON VS NY GIANTS																													
	8.00 - 8.30					A	14.3	26	1293	1602	259	208	44	590	189	327	312	268	223	859	275	509	501	413	290	67	26	86	50
	8.30 - 9.00					A	17.8	31	1609	1627	259	219	60	541	198	333	303	241	179	900	309	575	555	435	266	95	29	91	53
	9.00 - 9.30					A	20.4	33	1844	1615	261	219	59	550	198	337	307	247	181	897	302	581	560	456	255	91	26	77	46
	9.30 - 10.00					A	18.8	30	1700	1595	261	212	55	547	187	330	308	257	181	903	309	589	565	459	251	76	17	69	42
	10.00 - 10.30					A	21.3	35	1926	1585	249	205	56	535	186	330	315	254	171	903	307	592	575	462	254	79	13	69	38
PERFECT STRANGERS(R)																													
FRI	8.00P	30	ABC	11		A	21.7	37	1962	1550	241	195	53	532	180	314	298	250	184	891	296	580	561	458	260	66	14	81	34
	196	89	CS	28		A	19.8	37	1790	1526	236	189	53	518	182	317	292	246	169	891	299	598	571	465	240	66	16	81	30
						B	8.5	18	768	1563	251	200	91	710	281	405	329	244	269	436	191	296	254	164	121	112	56	305	195
						B	8.8	20	796	1551	268	204	77	751	235	402	348	314	304	435	161	262	235	183	139	135	79	251	174
						C	9.8	20	886	1603	272	209	85	770	245	407	377	315	309	439	163	261	240	196	142	130	78	265	172
PRESIDENTIAL PORTRAIT																													
MON	9.58P	1	CBS	26		A	10.0	17	907	1497	330	260	88	834	249	476	463	412	295	505	159	285	282	246	182	82	40	76	43
	206	96	DO	120		B	9.9	17	895	1535	292	222	75	793	228	417	403	368	318	500	158	278	271	229	181	91	48	153	99
						C	12.2	20	1103	1562	314	237	74	813	234	429	417	387	328	536	171	304	293	261	195	90	44	121	75
TUE	9.49P	1																											
THU	9.47P	1																											
RAGS TO RICHES(R)																													
SUN	7.16P	60	NBC	9		A	7.9	14	714	1552	243	192	71	597	193	382	357	295	184	560	186	377	358	293	153	186	119	209	146
	198	96	CS	9		B	6.2	13	546	1635	264	204	71	673	227	421	363	306	217	464	180	316	288	226	115	205	137	294	218
						C	6.2	13	546	1635	264	204	71	673	227	421	363	306	217	464	180	316	288	226	115	205	137	294	218
	7.00 - 7.30					A	7.4	14	669	1547	241	193	64	555	177	352	320	259	181	704	227	471	440	358	197	148	84	140	92
	7.30 - 8.00					A	7.4	14	669	1539	244	193	71	584	186	377	351	297	178	551	179	372	355	293	151	179	117	224	154
	8.00 - 8.30					A	9.1	16	823	1605	248	194	76	657	219	419	398	325	197	482	170	325	312	251	127	227	150	239	176
REPORTERS																													
SAT	8.00P	60	FOX	6		A	4.8	9	434	1587	318	273	76	755	242	453	409	366	269	602	235	412	400	298	133	108	42	122	80
	124	84	DN	6		B	3.5	8	316	1545	292	230	77	709	225	411	380	361	252	641	255	439	415	311	155	82	31	133	78
						C	3.5	8	316	1545	292	230	77	709	225	411	380	361	252	641	255	439	415	311	155	82	31	133	78
	8.00 - 8.30					A	4.8	10	434	1607	319	277	76	757	237	459	406	378	268	604	241	411	406	299	127	106	43	139	85
	8.30 - 9.00					A	4.7	9	425	1600	324	274	77	768	252	456	420	363	276	611	233	423	403	304	142	114	42	107	76

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF	T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL				W O M E N					M E N					T E E N S		CHILDREN			
										PERS	WORKING WOMEN	LOH 18-49 W/CH		18-	18-	25-	35-		18-	18-	25-	35-		TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-		
#STNS	CVG%	TYPE								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																													
60 MINUTES																													
SUN	9.26P	60	CBS	11		A	13.1	22	1184	1550	283	196	49	750	151	327	356	364	363	712	185	363	386	365	279	34 ^A	16 ^A	54	30 ^A
	216	99	DN	52		B ⁺	15.0	32	1356	1494	252	171	39	765	133	279	300	343	426	654	132	277	306	314	317	29	13	46	27
	9.00 - 9.30					C ⁺	18.6	33	1681	1537	278	189	41	767	141	296	317	352	413	683	154	313	331	330	318	37	15	50	28
	9.30 - 10.00					A	12.1	20	1094	1576	280	193	50	750	156	324	342	361	368	729	198	363	386	354	302	27 ^A	10 ^V	70	33 ^A
	10.00 - 10.30					A	13.2	22	1193	1551	284	198	54	748	159	336	360	360	353	714	194	374	393	364	271	31 ^A	14 ^A	58	30 ^A
						A	13.2	23	1193	1537	282	192	44	748	140	314	352	368	371	704	172	347	376	366	283	38 ^A	19 ^A	47	29 ^A
SLAP MAXWELL(R)																													
WED	9.30P	30	ABC	8		A	7.6	13	687	1514	324	266	118	754	286	486	445	337	229	499	184	351	316	257	130	108	62 ^A	152	99
	190	91	CS	11		B ⁺	7.9	14	714	1499	310	250	98	746	285	464	409	326	235	461	198	324	283	204	122	111	62	172	104
						C ⁺	8.1	14	732	1462	308	248	97	727	283	461	414	318	222	473	202	332	297	210	119	111	60	163	99
SPORTSBREAK-SAT																													
SAT	8.58P	1	CBS	11		A	4.8	9	434	1414	222	161	55 ^A	726	169	316	311	290	352	525	155	268	311	241	200	73 ^A	50 ^A	90 ^A	61 ^A
	185	88	SN	51		B ⁺	5.7	12	515	1581	273	212	85	707	218	379	355	320	282	639	229	393	402	298	194	85	32	156	96
						C ⁺	7.8	15	705	1651	291	225	78	755	222	403	400	354	291	659	215	394	401	324	211	104	42	144	91
SPORTSBREAK-SUN																													
SUN	11.19P	1	CBS	10		A	8.2	17	741	1468	276	183	46 ^A	745	158	350	362	392	347	672	154	338	390	383	262	17 ^A	7 ^V	34 ^A	24 ^A
	214	98	SN	50		B	12.4	22	1101	1533	285	191	51	823	167	353	373	418	393	589	123	259	287	306	275	49	25	73	43
						C	15.7	25	1394	1631	313	233	58	861	212	426	428	433	364	608	150	302	310	318	254	76	37	86	53
THIRTYSOMETHING(R)																													
						A	9.5	17	859	1420	350	294	107	774	361	539	457	307	203	461	223	324	293	179	115	100	59	85	59
TUE																													
	10.00P	60	ABC	7		B	9.5	17	842	1468	342	288	112	767	391	555	465	285	171	438	217	321	277	171	92	123	76	141	87
	200	97	GD	37		C	12.1	21	1075	1522	358	316	140	803	438	625	528	289	142	469	252	372	331	185	69	124	75	126	73
	10.00 - 10.30					A	9.7	17	877	1432	348	295	114	769	365	541	453	296	200	451	213	314	287	178	116	112	62	100	66
	10.30 - 11.00					A	9.3	17	841	1408	351	293	101	780	357	537	460	318	206	472	233	334	299	181	114	87	55 ^A	69	53 ^A
TRACEY ULLMAN SHOW(R)																													
SUN	9.30P	30	FOX	9		A	4.8	8	434	1554	360	312	105 ^A	682	352	530	435	272	114	484	265	416	343	195	45 ^A	200	95 ^A	188	126
	131	87	CS	9		B ⁺	4.3	8	389	1617	310	289	111	649	332	487	376	239	146	543	321	476	351	193	55	195	98	216	143
						C ⁺	4.3	8	389	1617	310	289	111	649	332	487	376	239	146	543	321	476	351	193	55	195	98	216	143
20/20																													
FRI	10.00P	60	ABC	11		A	13.0	25	1175	1487	282	212	83	782	211	417	417	381	313	580	165	334	354	311	194	61	28 ^A	64	49
	214	98	DN	49		B ⁺	12.0	24	1085	1524	278	204	77	801	207	398	404	390	344	529	143	288	294	276	198	77	43	116	82
	10.00 - 10.30					C ⁺	12.3	23	1112	1570	293	217	81	798	217	415	427	399	317	577	164	328	341	298	195	81	41	110	72
	10.30 - 11.00					A	12.9	24	1166	1491	286	214	84	784	211	417	415	382	314	583	171	337	356	310	193	56	25 ^A	68	52
						A	13.1	25	1184	1483	278	210	83	780	211	417	419	381	312	576	160	331	352	313	194	67	30 ^A	61	46
21 JUMP STREET(R)																													
SUN	7.00P	60	FOX	11		A	6.3	12	570	1623	361	331	89	686	320	536	420	301	123	537	279	432	342	224	85	245	116	156	93
	132	87	OP	52		B ⁺	5.2	11	470	1585	342	302	81	695	325	529	411	306	127	539	294	431	312	209	82	195	102	179	110
	7.00 - 7.30					C ⁺	5.4	10	488	1717	354	305	86	689	334	533	417	303	122	536	304	438	321	210	74	241	132	230	148
	7.30 - 8.00					A	5.7	11	515	1634	372	338	85 ^A	691	320	540	428	310	120	534	273	434	352	231	81 ^A	254	134	155	91
						A	6.9	13	624	1613	352	326	93	682	321	532	413	294	124	538	283	430	333	219	88	236	102	157	94
227(R)																													
SAT	8.30P	30	NBC	9		A	15.2	29	1374	1599	288	221	84	835	233	441	396	372	353	352	130	194	188	130	138	159	110	254	161
	202	97	CS	44		B ⁺	12.2	27	1103	1562	285	216	80	813	246	419	369	326	346	383	125	204	192	161	147	150	100	219	152
						C ⁺	14.8	28	1338	1670	307	237	76	838	254	433	386	338	364										

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN						
								PERS	WOMEN		18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
#STNS	CVG%	TYPE			%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11			
EVENING CONT'D																														
WHO'S THE BOSS?(R)-CONT'D																														
TUE	8.00P	30	ABC	10	B~	13.5	26	1220	1621	323	279	100	735	323	499	406	284	201	443	210	308	257	178	106	173	108	275	176		
	212	98	CS	46	C~	18.5	31	1672	1712	339	287	99	754	327	506	428	293	206	455	209	322	281	193	104	203	115	293	196		
WISEGUY(R)																														
WED	10.00P	60	CBS	9	A	10.0	18	904	1561	324	245	51^	781	200	420	411	413	298	611	186	322	329	294	234	81	38^	88	50^		
	212	99	OP	11	B~	10.5	20	949	1570	288	223	72	768	229	430	413	370	282	587	209	353	335	278	191	94	41	118	76		
	10.00 - 10.30				C~	11.0	21	994	1569	283	219	73	770	229	428	404	370	281	595	207	349	341	285	195	90	38	116	77		
	10.30 - 11.00				A	9.7	17	877	1556	328	246	49^	777	195	412	407	410	300	598	183	313	326	283	230	87	39^	94	52^		
					A	10.3	19	931	1565	320	245	51	785	204	428	415	416	297	624	189	330	332	304	237	75	38^	81	48^		

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN	W O M E N					M E N					T E E N S			C H I L D R E N					
									18-18+	49	TOTAL	18-34	18-49	25-54	35-64	35+55+	TOTAL	18-34	18-49	25-54	35-64	35+55+	MALE 12-17	FEM. 12-17	TOT. 12-17	TOT. 2-6	MALE 6-11	FEM. 6-11
EARLY EVENING NEWS					A	9.5	20	857	236	168	763	142	305	330	342	395	577	113	254	275	287	274	21^	16^	14^	17^	20^	24
ABC WORLD NEWS TONIGHT					B~	8.8	19	796	233	166	775	145	298	322	351	412	563	123	247	260	267	270	24	20	19	27	20	20
MON-FRI 6.30P 208 96 ABC N 248					C~	10.2	20	922	231	165	770	144	302	323	367	404	559	124	245	269	269	259	25	24	22	34	21	20
ABC WRLD NEWS TONIGHT-SUN					A	8.0	17	723	231	167	786	104	275	293	370	465	598	106	250	262	296	307	30^	23^	27^	21^	22^	16^
SUN 6.30P 30 ABC 11					B~	5.8	14	524	207	139	713	117	248	269	323	413	644	135	276	299	316	305	23^	26	24^	25^	24^	27
174 89 N 46					C~	6.2	13	560	223	159	733	133	275	289	339	406	618	144	289	307	309	285	34	28	31	31	28	29
CBS EVENING NEWS-RATHER					A	9.5	20	857	231	157	747	130	279	301	339	416	559	92	210	231	271	306	14^	20^	16^	33	12^	26
MON-FRI 6.30P 30 CBS 55					B~	9.1	20	823	225	149	749	136	281	292	329	422	575	102	225	233	273	300	21	20	20	35	18	22
211 99 N 254					C~	10.6	21	958	223	141	760	124	266	289	331	431	582	98	223	232	280	318	24	20	21	33	20	21
NBC NIGHTLY NEWS					A	9.4	20	846	186	128	739	136	256	266	311	432	574	140	259	270	256	269	30	27	23	23	16^	14^
MON-FRI 6.30P 30 NBC 55					B~	8.6	19	777	197	132	757	131	266	289	332	425	565	130	245	254	258	274	29	28	26	28	16	20
203 97 N 249					C~	9.6	19	868	209	141	775	125	273	301	341	443	574	128	247	256	263	282	27	32	27	30	18	21
NBC NIGHTLY NEWS-SAT.					A	9.0	22	814	179	95	767	103	202	248	292	493	580	81	179	215	266	357	17^	18^	16^	30^	28^	28^
SAT 6.30P 30 NBC 10					B~	6.4	17	579	174	114	710	106	215	235	270	448	642	134	270	271	286	342	24	15^	20^	25	25	19^
182 94 N 42					C~	7.3	16	660	177	115	750	108	215	245	282	479	627	128	245	253	263	339	26	21	26	30	21	20

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N						M E N						TEEN'S MALE FEM.								
									18- 18+		25- 49	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17						
LATE FRINGE										A	5.5	17	502	1325	228	160	166	43	699	165	304	295	349	318	51	566	158	301	283	327	305	20^	8^
ABC NEWS:NIGHTLINE TUE 11.30P 31 214 98 ABC N 40 195										B	4.9	15	443	1314	236	164	179	68	696	176	321	305	351	318	60	553	160	300	273	327	308	27	20^
										C	5.3	16	479	1409	260	186	198	67	721	177	358	338	399	360	63	582	176	326	297	363	338	25	22
WED-FRI 11.30P 30 11.30 - 12.00 12.00 - 12.30										A	5.6	17	502	1328	229	160	166	43	701	165	304	295	350	319	51	567	158	301	283	328	305	20^	8^
										A	4.0	17	362	1283	196	144	146	73^	626	185	325	310	352	295	87^	601	153	316	286	331	281	14^	<<
ABC NEWS:NIGHTLINE-MON. MON 12.03A 30 216 98 ABC N 1 1										A	4.2	17	380	1291	243	174	198	37^	606	128	306	305	343	314	46^	606	175	398	395	434	416	28^	8^
										B	4.2	17	380	1291	243	174	198	37^	606	128	306	305	343	314	46^	606	175	398	395	434	416	28^	8^
										C	4.2	17	380	1291	243	174	198	37^	606	128	306	305	343	314	46^	606	175	398	395	434	416	28^	8^
										A	4.2	16	380	1311	244	174	199	38^	614	129	308	307	346	316	47^	617	177	405	401	439	421	29^	8^
										A	3.6	17	325	1291	273	197	223	30^	623	138^	336	336	367	344	42^	589	183	395	395	445	426	22^	7^
ABC WEEKEND REPORT-SAT. SAT 12.04A 15 138 75 ABC N 11 50										A	1.4	4	127	1441	222^	156^	208^	77^	613	190^	364^	363^	447	392	84^	641	239^	441	441	511	460	33^	20^
										B	1.7	5	154	1363	288	194	219	81^	669	221	347	351	428	374	70^	550	219	376	343	378	362	26^	32^
										C	2.0	6	181	1416	289	219	237	79	672	188	360	358	430	375	69	514	186	320	320	385	335	22^	38^
ABC WEEKEND REPORT-SUN. SUN 11.30P 15 ABC 11										A	2.1	11	190	1487	315	229^	224^	76^	767	229^	460	452	503	452	40^	627	228^	432	427	467	431	<<	31^
										B	2.0	9	181	1416	245	183	186	88	672	244	393	388	463	404	79	561	224	384	379	417	363	17^	38^
										C	2.1	9	190	1349	254	209	225	66	689	197	374	370	441	385	75	578	213	396	361	428	399	32^	31^
CBS LATE NIGHT I MON 12.00M 64 171 82 CBS FF 55 222										A	2.0	10	185	1389	313	245	253	71^	705	222	421	406	461	416	82^	600	212	399	382	429	381	29^	23^
										B	3.2	13	289	1449	306	240	243	92	710	223	409	392	454	397	99	526	210	340	328	361	314	45	41
										C	3.5	14	316	1398	292	230	232	84	738	215	411	392	453	413	85	534	192	347	316	367	319	35	31
TUE&FRI 12.00M 72 12.00M 73 12.00M 70																																	
										A	2.1	9	192	1402	318	245	259	69^	721	226	417	402	460	417	76^	592	207	388	373	420	377	32^	22^
										A	2.0	11	184	1371	304	238	244	73^	687	224	419	406	457	408	87^	609	220	410	391	436	383	25^	23^
										A	2.0	13	177	1326	308	250	251	68^	673	197	417	399	455	413	79^	569	187	379	362	421	369	33^	24^
CBS LATE NIGHT II MON 1.04A 53 171 82 CBS FF 55 248										A	1.7	12	149	1332	308	260	259	77^	661	200	410	388	442	403	83^	567	190	385	369	413	370	41^	30^
										B	2.2	13	199	1288	303	233	230	98	658	222	417	380	451	394	108	510	220	378	344	379	330	46^	39^
										C	2.4	14	217	1288	297	228	225	90	689	219	409	398	441	385	90	506	202	347	316	374	326	33^	32^
TUE 1.12A 45 1.13A 44 1.10A 47 1.12A 54																																	
										A	1.7	12	158	1304	310	259	261	65^	655	201	404	388	442	404	81^	559	184	367	351	394	351	39^	24^
										A	1.6	13	147	1324	300	257	253	83^	652	197	406	380	433	394	82^	564	191	391	375	418	377	41^	24^
										A	1.7	11	154	1258	277^	230^	235^	107^	620	160^	398	379	427	370	100^	468	173^	368	351	388	342	55^	63^
CBS NEWS NIGHTWATCH I CONT'D										A	0.6	6	52	1416	251	189^	218^	113^	646	194^	412	385	476	426	146^	662	254	465	415	450	396	51	34

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL				WORKING WOMEN				WOMEN					MEN					TEENS	
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	18+ 18-	49 25-	54	15- 24	TOTAL	34 18-	49 18	49 21-	54 21-	54 25	15- 24	TOTAL	34 18	49 18	49 21-	54 21-	54 25	12- 17 MALE	12- 17 FEM.	
LATE FRINGE CONT'D																													
CBS NEWS NIGHTWATCH-1-CONT'D																													
MON-THU	2.00A	30	CBS	47	B~	0.8	8	72	1288	278	183	211	49^	646	188	327	373	413	361	74^	467	186	320	291	321	280	28^	27^	
		37	46	N	227	C~	0.9	9	81	1145	247	203	225	66^	689	209	364	332	367	66^	415	166	284	259	357	311	25^	24^	
CBS NEWS NIGHTWATCH-1(B)						A	0.8	7	72	1176	260^	200^	260^	33^	620^	129^	268^	268^	359^	359^	73^	483^	217^	253^	225^	286^	240^	<<	33^
SUN	2.00A	30	CBS																										
		34	37	N																									
CBS NEWS NIGHTWATCH-2						A	0.7	10	67	1208	235^	145^	160^	116^	649	187^	336	302	353	297	89^	496	205^	314	271^	305	274^	15^	25^
M-THSU	2.30A	30	CBS	52	B~	0.8	9	72	1288	278	183	211	74^	646	235	409	373	413	361	99^	467	186	320	291	321	280	42^	41^	
		59	59	N	245	C~	0.9	11	81	1145	297	203	225	66^	689	209	364	332	367	66^	415	166	284	259	285	311	25^	24^	
CBS NEWS NIGHTWATCH-3						A	0.6	11	52	1186	297^	196^	209^	92^	620	200^	378	359	393	330^	91^	519	244^	343^	292^	327^	307^	21^	10^
MON-THU	3.00A	180	CBS	55	B~	0.7	12	63	1104	254	157	193	56^	590	161	374	341	378	330	56^	400	160	274	250	275	240	32^	46^	
		79	74	N	253	C~	0.8	14	72	966	278	183	211	49^	646	188	327	299	330	49^	350	140	240	218	241	210	14^	14^	
SUN	3.15A	165																											
	3.00 - 3.30					A	0.7	10	61	1298	271^	199^	210^	121^	675	238^	428	395	432	113^	552	228^	372	321	365	333	31^	19^	
	3.30 - 4.00					A	0.7	11	60	1259	261^	184^	193^	118^	631	234^	412	372	399	107^	570	279^	408	351	383	357	25^	16^	
	4.00 - 4.30					A	0.6	11	54	1165	279^	185^	196^	87^	600	205^	367	346	374	90^	526	257^	352	302^	328^	302^	13^	<<	
	4.40	5.00			A	0.6	12	52	1177	298^	174^	192^	74^	610	192^	344^	331^	370	118^	93^	520	208^	327^	276^	291^	281^	11^		
	5.00	5.30			A	0.5	11	47	1095	334^	221^	231^	71^	613	166^	360^	360^	402	336^	69^	446	210^	263^	216^	251^	251^	21^		
	5.30 - 6.00				A	0.4	8	40	1047	358^	218^	238^	67^	562	137^	333^	333^	366^	299^	61^	460^	212^	301^	252^	299^	299^	<<	<<	
CBS NEWS NIGHTWATCH-3(B)						A	1.0	12	90	1125	216^	143^	142^	86^	600	172^	292^	259^	314^	284^	65^	477^	211^	305^	275^	304^	268^	<<	23^
SUN	3.00A	15	CBS																										
		62	57	N																									
CBS SUNDAY NEWS						A	2.4	11	217	1304	244	183^	183^	71^	700	213^	383	339	379	353	48^	570	167^	346	346	389	364	22^	12^
SUN	12.26A	15	CBS	11	B~	3.0	7	271	1459	267	183	203	59	758	150	327	299	352	347	53	561	137	299	291	321	298	37^	22^	
	121	65	N	51	C~	3.2	7	289	1449	278	194	211	55	807	153	368	355	392	361	56	555	128	280	273	321	297	28^	17^	
	12.00 - 12.30				A	2.5	11	226	1313	248	184^	179^	69^	706	211	380	340	374	346	62^	574	197^	370	370	412	372	22^	11^	
	12.30 - 1.00				A	2.4	11	217	1281	239	180^	182^	70^	687	210^	378	333	376	351	42^	559	153^	331	331	375	355	23^	12^	
DAVID LETTERMAN I						A	3.6	18	324	1273	256	213	182	109	596	235	398	364	403	352	154	558	302	425	391	424	341	55^	29^
MON-FRI	12.30A	30	NBC	54	B~	3.8	18	344	1355	234	202	178	109	544	237	396	346	383	334	192	516	304	421	368	388	294	100	54	
		99	GV	248	C~	3.9	19	353	1387	274	234	208	116	636	270	436	398	424	370	167	575	315	443	388	428	344	60	42	
DAVID LETTERMAN II						A	2.9	19	264	1239	252	221	181	108	557	238	394	360	389	335	169	571	328	455	415	447	354	54^	27^
MON-FRI	1.00A	30	NBC	54	B~	3.1	18	280	1329	230	200	174	120	533	242	401	347	384	335	210	512	324	433	376	393	289	105	56	
		99	GV	248	C~	3.2	19	289	1368	264	228	201	123	614	282	430	392	434	361	179	584	349	460	419	441	349	59	41	
FRIDAY NIGHT VIDEOS						A	2.1	13	190	1198	219^	206^	144^	115^	466	266	360	336	337	277	128^	539	304	426	377	411	359	81^	52^
FRI	1.30A	60	NBC	11	B~	2.2	15	199	1288	202	183	138	143	517	256	387	353	360	289	206	510	339	436	371	379	280	107	74	
		96	PC	50	C~	2.6	17	235	1387	257	225	195	159	556	304	453	390	432	333	213	539	387	467	403	420	323	99	62	
	1.30 - 2.00				A	2.4	14	217	1198	238	224	154^	122^	491	279	381	359	360	291	117^	526	291	407	365	402	352	81^	44^	
CONT'D																													

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % ■ ■ ■		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S						
													TOTAL PERS (2+)	18- 18+	25- 49	54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17			
LATE FRINGE CONT'D																																			
FRIDAY NIGHT VIDEOS-CONT'D 2.00 - 2.30										A	1.9	13	172	1135	182^	173^	123^	100^	411	236^	315	288	291	246^	135^	527	304	427	373	401	349	77^	60^		
G MICHAELS SPORTS MACHINE										A	1.7	7	154	1207	216^	198^	192^	59^	498	91^	267^	263^	301^	258^	162^	657	329	481	433	442	328	<<	12^		
SUN 11.30P 15 NBC 11										B^	2.0	6	181	1416	223	183	186	79	568	150	360	328	363	318	168	701	298	512	495	513	419	78	22^		
94 56 SC 52										C^	1.9	6	172	1491	281	231	231	93	598	198	413	377	417	■	197	738	353	539	491	540	441	59	34^		
LATER WITH BOB COSTAS										A	1.6	13	140	1145	242	211	182	98	544	231	377	359	374	310	129	508	270	389	373	413	332	42^	25^		
MON-THU 1.30A 30 NBC 12										B^	1.7	13	154	1212	236	194	179	93	547	221	347	351	350	340	128	550	263	414	377	415	362	40^	32^		
148 84 GV 12										C^	1.7	13	154	1212	236	194	179	93	547	221	347	351	350	340	128	550	263	414	377	415	362	40^	32^		
LATE SHOW-FOX										A	1.2	4	107	1320	298	271	233	163^	576	353	479	433	463	372	176	567	326	471	436	464	377	78^	35^		
MON-THU 11.30P 60 FOX 55										B^	1.4	5	127	1288	254	209	193	140	517	268	421	384	378	330	155	467	266	411	375	367	319	104	70^		
107 77 GV 249										C^	1.4	4	127	1472	■	261	241	140	664	322	468	427	472	413	169	601	346	503	416	458	359	72^	62^		
FRI 12.00P 60										A	1.3	4	115	1266	324	293	264	137	570	338	466	427	447	373	150	537	313	460	420	432	369	63^	35^		
11.30 - 12.00										A	1.1	5	101	1340	287	261	209	174^	575	358	484	435	471	367	199	579	334	477	443	475	371	95^	30^		
12.00 - 12.30										A	1.1	4	99	1467	236^	214^	215^	221^	607	393^	514	454^	503	395^	175^	651	342^	500	473	552	440^	66^	59^		
12.30 - 1.00																																			
SATURDAY NIGHT										A	4.2	20	380	1359	291	230	236	86^	655	213	378	354	398	361	136	478	244	372	344	372	306	59^	76^		
TAT 12 4 1A 80 NBC 11										B	6.4	21	571	1449	205	220	211	100	636	292	465	424	461	170	115	521	294	420	382	411	344	91	1		
205 99 GV 40										C^	7.6	23	687	1525	299	250	231	140	653	292	465	424	461	170	115	521	294	420	382	411	344	91	1		
12.30 - 1.00										A	5.5	21	497	1375	298	234	234	111	711	231	412	379	414	365	126	454	228	351	322	342	276	50^	70^		
1.00 - 1.30										A	4.4	20	398	1349	300	234	237	92^	650	210	371	347	389	351	128	466	236	365	343	371	307	61^	86^		
1.30 - 2.00										A	3.5	20	316	1314	267	218	230	54^	598	195	344	332	383	357	148	493	257	384	350	382	318	63^	67^		
2.00 - 2.30										A	3.0	19	271	1339	256	200	240	61^	578	207	349	327	384	364	174	542	292	431	389	425	356	67^	55^		
TONIGHT SHOW										A	5.5	18	501	1338	271	198	201	84	703	191	374	347	405	364	88	542	197	330	306	343	297	32^	24^		
MON-FRI 11.30P 60 NBC 51										B^	5.6	19	506	1380	254	189	193	91	664	195	374	352	389	351	116	517	213	343	312	344	290	70	44		
206 99 GV 242										C^	6.0	20	542	1373	274	213	214	88	723	219	404	378	430	385	99	529	211	352	320	364	307	47	34		
11.30 - 12.00										A	6.1	18	553	1353	274	200	208	82	712	190	375	348	408	369	83	548	193	330	306	344	302	30^	25^		
12.00 - 12.30										A	5.0	19	448	1319	266	196	193	85	693	193	373	346	401	358	94	535	202	330	306	342	290	35^	22^		
US OPEN HIGHLIGHTS-TNS-MO(S)										A	3.3	10	298	1345	313	238	238	81^	684	219	360	334	418	377	112^	578	303	434	414	435	367	34^	15^		
MON 11.30P 30 CBS 190																																			
91 SC																																			
US OPEN HIGHLIGHTS-TNS TU(S)										A	3.4	11	307	1453	330	223	233	65^	736	233	408	386	444	401	60^	641	289	467	450	476	449	21^	9^		
TUE 11.30P 30 CBS 192																																			
92 SC																																			
US OPEN HIGHLIGHTS-TNS WE(S)										A	3.4	10	307	1369	300	212	235	77^	709	205	403	385	441	390	97^	594	218	401	390	417	349	26^	1^		
WED 11.30P 30 CBS 193																																			
93 SC																																			
US OPEN HIGHLIGHTS-TNS-TH(S)										A	3.1	10	280	1372	339	230	227	80^	704	224	399	366	412	381	116^	577	224	338	318	356	288	36	1^		
CONT'D																																			

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N						T E E N S									
									18- (2+)		25- 18+	49	54	15- 24	18	18- 34	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17							
LATE FRINGE CONT'D																																		
US OPEN HIGHLIGHTS-TNS-T-CONT'D																																		
THU	11.30P	30	CBS																															
	189	92	SC																															
US OPEN HIGHLIGHTS-TNS-FR(S)										A	3.5	9	316	1393	295	204	212	84^	738	180	395	367	417	379	64^	536	164	304	295	323	286	35v	34v	
FRI	11.30P	30	CBS																															
	191	92	SC																															

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
								LOH		W O M E N					M E N					T E E N S		C H I L D R E N									
								18-49	WOMEN																MALE	FEM.	MALE FEM. TOTAL				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	18- 49		18- 34	18- 49	25- 34	35- 44	45- 54	55+	TOTAL	18- 34	18- 49	25- 34	35- 44	45- 54	55+	TOTAL	12- 17	12- 17	2- 11	2- 11	6- 11	
MON-FRI EARLY MORNING																															
ABC WORLD NEWS-MORN-615A					A	1.4	15	124	36^	265	231	543	204	377	381	297	131	581	120	376	399	420	155		7v	13v	15v	39^	34^		
TUE-FRI 6.15A	15	ABC	54		B~	1.2	14	108	60^	223	213	517	188	382	385	273	105	545	155	373	373	327	157		9v	18v	16v	16v	19v		
	139	82	N	249	C~	1.3	14	118	64^	274	225	636	173	403	400	360	170	503	143	344	344	302	145		17v	17v	15v	15v	18v		
ABC WORLD NEWS-MORN-615A(B)					A	0.6	10	54	75v	100v	100v	393^	250^	311^	311^	143v	82v	793^	295^	569^	554^	432^	175v		55v	89v	45v	49v	49v		
MON 6.15A	15	ABC																													
	109	67	N																												
ABC WORLD NEWS-MORN-645A					A	2.2	16	197	63	272	229	587	233	404	397	271	155	517	118	328	354	342	145		12v	16^	17^	42^	46^		
TUE-FRI 6.45A	15	ABC	54		B~	1.9	16	172	49^	258	231	544	218	413	395	271	166	541	137	337	324	321	161		6v	11v	10v	20^	24^		
	184	92	N	248	C~	2.2	16	199	61	283	216	611	188	387	394	319	186	467	119	291	305	297	150		25^	25^	18^	26^	31^		
ABC WORLD NEWS-MORN-645A(B)					A	0.9	12	81	38v	113v	113v	412^	158^	269^	269^	195^	143^	712	209^	432^	459^	382^	214^		29v	89v	30v	65v	65v		
MON 6.45A	15	ABC																													
	134	73	N																												
BEFORE HOURS					A	0.8	10	68	36v	260	197	609	146^	342	329	373	217	527	142^	368	335	342	108^		36v	19v	<<	<<	<<		
TUE-FRI 6.15A	15	NBC	54		B~	0.7	10	63	59^	254	209	590	215	374	413	334	180	400	160	274	240	249	135^		16v	15v	28v	27v	33v		
	147	86	N	249	C~	0.7	9	63	74^	318	261	590	161	374	413	334	225	400	213	274	240	187	135^		32v	15v	28v	27v	33v		
BEFORE HOURS(B)					A	0.5^	9^	45^	117v	<<	<<	503^	217v	217v	95v	49v	285^	544^	275^	346^	346^	205v	199v		<<	<<	37v	41v	37v		
MON 6.15A	15	NBC																													
	115	70	N																												
CBS MORNING NEWS- 6:30AM					A	0.9	9	81	10v	232	181	546	171	300	259	225	230	492	137^	267	254	243	203		43^	32^	21v	18v	30v		
TUE-FRI 6.30A	30	CBS	54		B~	0.8	9	72	26v	223	183	517	141	245	289	292	236	467	140	240	210	218	177		28v	27v	25v	24v	29v		
	139	83	N	254	C~	1.1	11	99	56^	283	166	564	137	298	315	340	229	425	102	233	203	238	193		20v	10v	18v	17v	21v		
CBS MORNING NEWS- 6:30AM(B)					A	0.6	10	54	109v	253^	172v	493^	250^	299^	295^	175v	148v	414^	169v	313^	286^	200v	99v		<<	<<	<<	<<	<<		
MON 6.30A	30	CBS																													
	93	68	N																												
CBS THIS MORNING-1					A	2.0	11	183	18^	215	158	631	106	294	315	350	298	537	96	239	244	286	268		9v	4v	30^	20^	38^		
TUE-FRI 7.30A	30	CBS	54		B~	1.9	12	172	54^	211	135	653	119	276	334	345	298	492	118	236	235	275	248		18^	11v	21^	20^	24^		
	206	98	N	204	C~	2.1	11	190	49^	191	139	640	107	281	303	312	330	445	89	213	213	228	213		16^	10v	19^	18^	22^		
CBS THIS MORNING-1(B)					A	1.4	10	127	18v	144^	68v	520	55v	117^	96^	210^	392	542	122^	223^	267^	227^	263^		19v	<<	19v	<<	19v		
MON 7.30A	30	CBS																													
	135	80	N																												
CBS THIS MORNING-2					A	2.0	10	181	46^	147	116	655	128	287	269	333	334	467	59^	154	148	238	292		<<	9v	7v	15^	7v		
TUE-FRI 8.30A	30	CBS	54		B~	2.1	10	190	54	191	122	689	125	281	303	334	330	445	71	183	186	207	236		21^	15^	28^	27^	33^		
	206	98	N	204	C~	2.3	11	208	49	155	95	674	114	256	251	325	397	406	65	167	170	189	215		10v	9v	26^	25^	30^		
CBS THIS MORNING 2(B)					A	2.2	9	199	3v	175^	124^	585	91^	171^	160^	254	390	561	139^	240	281	249	273		4v	20v	34v	27v	36v		
MON 8.30A	30	CBS																													
	135	80	N																												
GOOD MORNING, AMERICA 730					A	3.6	19	323	77	248	200	697	202	400	400	351	245	435	96	236	255	221	164		11^	6v	12^	20^	15^		
CONT'D																															

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SEP. 5-11, 1988

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PROGRAM AUDIENCE ESTIMATES (Alpha)

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEEN		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH			WORKING	WOMEN					MEN					MALE	FEM.	MALE	FEM.	TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
								18-49	WOMEN		18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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[illegible]

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
										HOUSEHOLD AUDIENCES		LOH WORKING										MEN		TEENS			CHILDREN				
PROGRAM NAME	DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	AVG. SH %	AVG. AUD. 0,000	18-49 W/CH	18-49 WOMEN	15-24	18-34 TOTAL	18-49	25-34	35-44	45-54	55-64	65+	TOTAL	55+	MALE	FEM.	TOT.	12-17	18-24	15-17	2-11	2-11	2-11	6-11
MONDAY-FRIDAY DAYTIME CONT'D																															
HOME(B)-CONT'D																															
122 70 1A																															
LOVING																															
TUE-FRI 12.30P 30 ABC 53																															
173 88 DD 246																															
LOVING(B)																															
MON 12.30P 30 ABC																															
122 69 DD																															
NEW CARD SHARKS																															
TUE-FRI 10.30A 30 CBS 54																															
159 77 QP 249																															
NEW CARD SHARKS(B)																															
MON 10.30A 30 CBS																															
97 62 QP																															
NEWSBREAK-11.57																															
MON-THU 11.57A 2 CBS 54																															
163 79 N 248																															
NEWSBREAK-3.44																															
TUE 3.41P 1 CBS 51																															
197 92 N 244																															
WED 3.39P 1																															
THU 3.42P 1																															
ONE LIFE TO LIVE																															
TUE-FRI 2.00P 60 ABC 54																															
222 99 DD 245																															
2.00 - 2.30																															
2.30 - 3.00																															
ONE LIFE TO LIVE(B)																															
MON 2.00P 60 ABC																															
154 81 DD																															
2.00 - 2.30																															
2.30 - 3.00																															
PRICE IS RIGHT 1																															
TUE-THU 11.00A 30 CBS 53																															
214 99 AP 247																															
PRICE IS RIGHT 1(B)																															
MON 11.00A 30 CBS																															
CONT'D																															

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

[illegible]

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AUD. 0,000	TOT. PERS. (2+)		WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
											15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

SEP. 5-11, 1988

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PROGRAM AUDIENCE ESTIMATES (Alpha)

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN										
DAY	TIME	DUR	NET	NO. OF		AVG. AUD.	SH	AVG. AUD.		15-	18-	15-	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
#STNS	CVG%	TYPE	T/C		%	%	0,000	(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	2-	2-	2-	2-	6-	6-	6-	6-	9-		
WEEKEND DAYTIME CHILDREN CONT'D																													
WINNIE THE POOH I-CONT'D					1	B	3.9	20	353	1434	106^	282	218	14^	174	100^	55^	45^	79^	21^	878	462	416	364	513	247	266	263	250
SAT	8.30A	30	ABC	1		C	3.9	20	353	1434	106^	282	218	14^	174	100^	55^	45^	79^	21^	878	462	416	364	513	247	266	263	250
	213	98	CA	1																									
WINNIE THE POOH II					1	A	5.4	23	488	1509	102	292	234	31^	196	107	68^	39^	81^	26^	913	468	445	433	480	216	264	237	242
SAT	9.00A	30	ABC	1		B	5.4	23	488	1509	102	292	234	31^	196	107	68^	39^	81^	26^	913	468	445	433	480	216	264	237	242
	213	98	CA	1	C	5.4	23	488	1509	102	292	234	31^	196	107	68^	39^	81^	26^	913	468	445	433	480	216	264	237	242	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
PROGRAM NAME										HOUSEHOLD AUDIENCES			TOT. WORK. PERS. ING. WOM.				M E N										T E E N S			CHD TOT.	
DAY	TIME	DUR	NET	NO. OF T/C	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOT. WORK. PERS. ING. WOM. (2+)	18+	W O M E N				TOTAL	M E N										T E E N S				
												18-	18-	25-	25-		18-	18-	18-	21-	21-	25-	25-	35-	35-	12-	12-	2-			
#STNS	CVG%	TYPE										49	21+	54		TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11		
WEEKEND DAYTIME SPORTS																															
ABC COLLEGE FTBALL GAME					A	5.5	16	497		1386	134	433	181	423	187	779	71^	224	395	759	375	444	324	394	375	315	82^	62^	92^		
SAT 3.30P 197	ABC	1			B	5.5	16	497		1386	134	433	181	423	187	779	71^	224	395	759	375	444	324	394	375	315	82^	62^	92^		
213 98 SE		1			C	5.5	16	497		1386	134	433	181	423	187	779	71^	224	395	759	375	444	324	394	375	315	82^	62^	92^		
SYRACUSE V OHIO; USC V STANFORD																															
3.30 - 4.00					A	4.6	14	416		1340	117	387	166	368	163	710	59^	220	394	677	361	431	335	405	352	246	115	93^	128		
4.00 - 4.30					A	5.4	16	488		1367	133	400	177	391	183	784	71^	247	421	754	392	464	351	422	371	291	91^	77^	92^		
4.30 - 5.00					A	5.6	16	506		1436	139	430	195	423	210	800	83^	234	422	772	394	455	339	400	396	317	110	76^	97		
5.00 - 5.30					A	5.1	15	461		1395	128	436	173	427	172	791	83^	227	396	775	381	445	313	378	387	330	89^	61^	78^		
5.30 - 6.00					A	5.9	16	533		1356	134	438	177	433	183	785	68^	223	396	773	383	452	328	396	373	321	62^	44^	71^		
6.00 - 6.30					A	6.0	15	542		1380	140	455	178	449	195	781	62^	202	360	770	349	423	298	372	366	347	50^	41^	93		
6.30 - 7.00					A	6.3	16	570		1425	149	488	201	468	201	790	68^	206	365	775	351	429	297	376	371	346	59^	42^	88		
ABC COLLEGE FOOTBALL-POST																															
SAT 6.47P 12	ABC	1			A	5.1	13	461		1380	120	505	195	486	188	733	75^	189	371	715	353	420	296	363	371	295	44^	37^	98^		
215 99 SC		1			B	5.1	13	461		1380	120	505	195	486	188	733	75^	189	371	715	353	420	296	363	371	295	44^	37^	98^		
					C	5.1	13	461		1380	120	505	195	486	188	733	75^	189	371	715	353	420	296	363	371	295	44^	37^	98^		
CBS NFL TODAY																															
SUN 12.30P 30	CBS	2			A	6.3	21	570		1324	166	408	239	390	218	774	121	322	547	738	511	548	425	463	351	190	44^	38^	98		
					B	6.4	21	579		1354	162	414	233	404	223	759	108	318	534	721	496	525	426	455	337	196	60	53	121		
CBS NFL FOOTBALL GAME 1																															
SUN 1.00P 194	CBS	2			A	13.7	35	1238		1448	166	423	247	410	227	843	101	316	564	811	533	585	463	515	393	226	86	59	97		
215 99 SE		2			B	13.1	34	1185		1454	177	439	234	427	221	827	93	293	525	796	494	541	431	479	386	255	84	59	104		
					C	13.1	34	1185		1454	177	439	234	427	221	827	93	293	525	796	494	541	431	479	386	255	84	59	104		
VARIOUS TEAMS AND TIMES																															
1.00 - 1.30					A	11.1	32	1003		1422	164	415	252	399	227	827	108	325	555	797	526	576	447	497	373	221	64	49	117		
1.30 - 2.00					A	13.4	36	1211		1462	162	425	259	406	234	840	109	321	564	803	527	578	454	506	392	225	85	62	112		
2.00 - 2.30					A	14.6	38	1320		1440	160	408	244	392	221	855	111	320	565	819	530	581	455	506	393	238	85	59	92		
2.30 - 3.00					A	13.8	35	1248		1454	174	431	246	420	229	852	103	320	570	822	540	594	467	521	396	228	88	61	83		
3.00 - 3.30					A	14.4	35	1302		1462	169	425	243	416	227	850	91	311	570	821	540	595	479	533	404	226	95	64	91		
3.30 - 4.00					A	14.7	36	1329		1478	169	432	244	424	230	858	90	316	581	830	552	600	491	539	405	230	92	61	96		
4.00 - 4.30					A	13.1	31	1184		1478	180	452	254	438	238	840	98	314	559	807	526	586	461	522	396	221	90	60	96		
NBC MAJOR LEAGUE PRE GAME																															
SAT 2.00P 17	NBC	11			A	3.5	12	316		1296	140^	429	215	418	195	529	73^	215	308	490	269	298	235	264	168	191	151	115^	188		
203 98 SC		23			B^	4.1	15	371		1382	141	428	192	428	169	638	78	236	359	599	327	360	280	314	223	241	123	82	189		
					C^	3.9	14	353		1387	137	424	218	400	193	623	82	229	361	585	329	362	282	315	223	217	135	92	189		
NBC MAJOR LEAGUE BASEBALL																															
SAT 2.17P 200	NBC	11			A	5.1	16	461		1319	135	466	161	458	172	686	54^	188	309	674	297	328	254	286	259	346	79^	60^	87^		
203 97 SE		23			B^	6.0	19	542		1373	134	448	164	439	164	732	63	211	373	716	350	396	308	354	298	318	84	62	110		
					C^	5.6	18	506		1380	127	443	175	436	165	717	60	213	366	705	343	390	304	349	296	315	90	66	111		
DETROIT VS N.Y. YANKEES																															
CHICAGO CUBS VS ST. LOUIS																															
2.00 - 2.30					A	3.8	12	344		1248	111^	394	155	392	165	603	70^	195	301	571	269	304	232	267	209	267	126^	93^	126^		
CONT'D																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
PROGRAM NAME					NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. WORK. PERS ING		W O M E N				M E N									TOT. MALE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	TYPE					(2+)		18+	18-	18-	25-	18-	18-	18-	21+	21-	21-	25-	25-	35-	12-	12-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			TOT. WORK.		WOMEN				MEN										TEENS		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)		ING WCM. 18+											TOT. MALE				TOT. 2-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
												18-	25-	TOTAL	49	21+	54	18-	18-	18-	21+	21-	25-	25-	35-		12-	12-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT 12-17			
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+) 18+		W O M E N								M E N															
											18	18	25	25-	35-	18-	18-	21-	25-	25-	35	TOTAL	34	49	21+	49	49	54	64	55+				
#STNS	CVG%	TYPE									18+	TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+						
WEEKEND DAYTIME OTHER																																		
BUSINESS WORLD SUN	11.00A	30	ABC	1	1	A	1.2	4	108	1343	258^	727	210^	344^	698	307^	393^	318^	297^	485	139^	277^	454	246^	235^	290^	261^	153^	40v					
						B	1.2	4	108	1343	258^	727	210^	344^	698	307^	393^	318^	297^	485	139^	277^	454	246^	235^	290^	261^	153^	40v					
						C	1.2	4	108	1343	258^	727	210^	344^	698	307^	393^	318^	297^	485	139^	277^	454	246^	235^	290^	261^	153^	40v					
FACE THE NATION SUN	10.30A	30	CBS	11	51	A	2.2	8	199	1212	280	637	112^	241	603	196^	270	331	322	532	129^	280	522	270	243	294	319	200^	15v					
						B	2.4	9	217	1288	204	646	125	245	610	193	241	273	354	584	155	267	548	243	229	280	254	255	37^	37^				
						C	2.4	8	217	1288	204	646	110	218	651	193	241	292	381	584	124	267	548	243	229	256	254	265	28^	28^				
HEALTH SHOW SUN	10.30A	30	ABC	1	1	A	1.2	4	108	1226	290^	686	214^	310^	684	262^	337^	259^	301^	432	134^	155^	428^	152^	143^	201^	187^	219^	31v					
						B	1.2	4	108	1226	290^	686	214^	310^	684	262^	337^	259^	301^	432	134^	155^	428^	152^	143^	201^	187^	219^	31v					
						C	1.2	4	108	1226	290^	686	214^	310^	684	262^	337^	259^	301^	432	134^	155^	428^	152^	143^	201^	187^	219^	31v					
MEET THE PRESS SUN	9.30A	30	NBC	10	49	A	2.0	9	181	1205	163^	619	144^	262	619	243^	264	219^	336	552	152	262	558	278	227	280	257	268	26v					
						B	2.2	10	199	1405	202	658	154	268	665	234	263	255	358	552	135	262	518	238	205	254	238	236	40^	40^				
						C	2.2	9	199	1288	202	611	137	238	621	187	236	255	358	552	135	262	518	238	205	254	238	236	40^					
SUNDAY MORNING SUN	9.00A	90	CBS	11	51	A	4.3	19	389	1303	233	643	91^	264	640	239	273	299	345	573	115^	297	572	296	270	331	324	215	28v					
						B	3.8	18	344	1288	246	680	109	258	668	243	289	332	356	541	118	253	531	245	224	280	287	236	23^	23^				
						C	3.9	16	353	1321	228	662	106	252	651	246	267	324	363	551	115	262	540	254	231	287	290	248	17^	17^				
9.00 - 9.30										A	3.5	17	316	1278	236	647	64^	247	647	228	258	316	370	550	102^	262	550	262	237	296	294	229	27v	
SUNDAY TODAY SUN	8.00A	90	NBC	11	51	A	4.5	19	407	1313	231	648	102^	251	648	221	258	282	360	584	120	301	584	301	277	332	321	228	28v					
						A	4.8	19	434	1339	238	648	104^	293	641	269	305	308	319	591	123	323	588	321	292	362	356	198	31^	31^				
						B	2.4	14	217	1164	238	598	131^	330	598	295	330	317	233	477	114^	294	476	293	292	317	296	158^	59^	59^				
THIS WEEK-DAVID BRINKLEY SUN	11.30A	60	ABC	1	1	B	1.9	13	172	1084	234	598	119	276	615	270	304	320	282	492	118	269	462	245	237	294	275	186	35^	35^				
						C	1.8	10	163	1288	223	574	146	255	596	228	289	286	297	519	166	284	536	291	250	311	266	196	37^	37^				
						A	2.0	15	181	1175	282	582	130^	320	582	294	329	300	227^	492	110^	306	492	306	304	320	319	171^	55v	55v				
8.00 - 8.30										A	2.6	15	235	1189	243	606	131^	343	606	302	337	333	227	504	127^	317	504	317	338	314	166^	58^	58^	
8.30 - 9.00										A	2.6	13	235	1129	200	602	131^	325	602	290	322	313	244	439	103^	262	435	258	257	295	260	139^	64^	64^
9.00 - 9.30										A	3.2	11	289	1310	141^	666	84^	147^	666	141^	184	214	476	575	94^	216	573	215	186	245	280	299	14v	14v
THIS WEEK-DAVID BRINKLEY SUN	11.30A	60	ABC	1	1	B	3.2	11	289	1310	141^	666	84^	147^	666	141^	184	214	476	575	94^	216	573	215	186	245	280	299	14v	14v				
						C	3.2	11	289	1310	141^	666	84^	147^	666	141^	184	214	476	575	94^	216	573	215	186	245	280	299	14v	14v				
						A	3.1	10	280	1305	136^	679	96^	145^	679	136^	181	211	489	555	99^	201	551	198	166	217	251	302	18v	18v				
11.00 - 12.00										A	3.2	10	289	1355	151^	674	76^	153^	674	149^	193	223	478	613	93^	238	613	238	211	281	317	305	11v	11v
12.00 - 12.30										A	3.2	10	289	1355	151^	674	76^	153^	674	149^	193	223	478	613	93^	238	613	238	211	281	317	305	11v	11v

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN								
									PERS		WOMEN		18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.								
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
HOLIDAY DAYTIME SPECIALS																																	
US OPEN TENNIS-MON(S)										A	3.4	10	307	1345	270	221	45^	580	174	313	283	237	244	633	257	369	328	239	216	69^	26^	62^	42^
MON 12.30P 330 CBS																																	
144 83 SE																																	
12.30 - 1.00										A	3.5	11	316	1298	242	181	68^	625	170	295	273	243	295	484	181	263	262	191	177	68^	36^	120^	68^
1.00 - 1.30										A	2.7	8	244	1279	209	153^	38^	539	133^	235	219	200	277	569	230	327	262	218	211	90^	47^	81^	43^
1.30 - 2.00										A	3.1	9	280	1318	214	156^	38^	555	136^	232	230	208	297	588	235	313	273	234	230	89^	28^	86^	41^
2.00 - 2.30										A	3.4	10	307	1342	270	211	53^	578	189	289	262	208	269	606	248	364	330	246	195	80^	21^	79^	55^
2.30 - 3.00										A	3.4	10	307	1380	267	222	49^	582	206	328	297	221	229	655	279	418	373	257	199	76^	19^	67^	52^
3.00 - 3.30										A	3.5	10	316	1306	270	229	44^	563	198	330	303	227	211	638	299	417	347	218	194	62^	16^	43^	36^
3.30 - 4.00										A	3.3	9	298	1316	275	232	37^	529	162	316	275	243	203	673	264	399	347	260	234	84^	27^	31^	26^
4.00 - 4.30										A	3.6	10	325	1369	312	271	33^	603	184	362	318	267	224	677	272	413	357	258	223	51^	16^	37^	31^
4.30 - 5.00										A	3.3	9	298	1348	307	258	38^	591	178	340	289	249	227	665	289	374	316	212	238	63^	29^	29^	29^
5.00 - 5.30										A	3.5	9	316	1393	310	265	55^	613	186	363	313	259	227	681	265	381	345	259	228	58^	26^	42^	36^
5.30 - 6.00										A	4.0	10	362	1450	284	236	42^	605	165	332	315	271	241	718	262	388	379	272	248	54^	29^	73^	46^

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE P

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.4	52.5	53.7	55.6	56.4	58.2	59.4	61.8	63.0	63.9	63.6	63.3	61.0	59.7	57.8	55.6

← NFL MONDAY NIGHT FOOTBALL
WASHINGTON VS. NEW YORK GIANTS
(8:00-11:21)(PAE)

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

17,270																
19.1	14.3 *			17.8 *			20.4 *		18.8 *		21.3 *		21.7 *			
33	26 *			31 *			33 *		30 *		35 *		37 *			
13.7	14.8	17.1		18.5	20.4	20.3	19.0	18.7	20.8	21.9	21.6	21.7				

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEWHART (R)	CAVANAUGHS (R)	KATE & ALLIE (R)	DESIGNING WOMEN (R)(PAE)	MAGNUM, P.I. (R)				
8,950	8,500	10,400	10,940	9,040				
9.9	9.4	11.5	12.1	10.0	9.8 *		10.2 *	
17	15	18	19	17	16 *		18 *	
9.4	10.5	9.4	10.9	12.2	9.7	10.3	10.0	

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF (R)	HOGAN FAMILY (R)							
12,570	13,020	10,220						
13.9	14.4	11.3	12.2 *		11.5 *		11.2 *	10.4 *
24	24	19	19 *		18 *		19 *	18 *
13.3	14.4	13.8	12.0	11.8	11.3	11.4	10.9	10.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.6	11.9	10.4	11.4	11.7	12.5	11.1	9.7
25	22	18	19	18	20	18	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1	2.7	2.1	2.1	2.3	2.6	2.2	2.1
6	5	4	3	4	4	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.1	2.4	2.8	2.1	1.9	1.4	1.2
4	4	4	5	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6	6.1	6.4	7.1	7.1	7.7	6.4	5.4
11	11	11	12	11	12	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0	2.9	3.2	3.9	6.2	7.2	7.2	7.2
6	5	6	6	10	11	12	13

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
HUT		51.7	52.7	53.6	55.8	55.9	58.4	60.4	61.9	61.2	61.3	60.9	61.0	58.9	57.7	55.9	53.4

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (R)	FULL HOUSE- TUE. (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
14,550	14,740	9,850	8,590
16.1	16.3	10.9	11.1 *
28	27	18	18 *
15.0	17.2	15.9	16.7
		11.4	10.8
		10.3	11.1
		9.8	9.5
			9.3
			9.3

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS SUMMER PLAYHOUSE(B) TICKETS, PLEASE	EVERYTHING'S RELATIVE	CBS TUESDAY MOVIE WOMEN OF VALOR (R)(PAE)
2,980	2,710	12,110
3.3	3.0	13.4
6	5	23
3.4	3.2	2.9
	3.1	10.7
		11.8
		12.1
		12.6
		14.8
		15.1
		15.6
		14.5

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK (R)	IN THE HEAT OF THE NIGHT (R)	NBC NEWS SPECIAL IT'S NOT EASY BEIN' TEEN
13,290	11,480	8,410
14.7	13.7 *	15.6 *
25	24 *	25 *
13.1	14.4	15.7
	15.5	12.6
	12.9	12.8
	12.4	12.6
	9.6	9.3
	9.4	9.1
		9.2
		17 *
		9.2

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.1	12.4	12.2	13.1	14.2	14.5	15.1	13.1
SHARE AUDIENCE %	25	23	21	21	23	24	26	24

SUPERSTATIONS

AVERAGE AUDIENCE	2.6	3.5	3.7	4.2	4.6	4.9	4.8	4.2
SHARE AUDIENCE %	5	6	6	7	8	8	8	8

PBS

AVERAGE AUDIENCE	1.6	2.4	2.8	3.1	2.7	2.9	2.1	1.8
SHARE AUDIENCE %	3	4	5	5	4	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE	4.8	5.6	6.1	7.0	8.7	7.8	6.9	6.0
SHARE AUDIENCE %	9	10	11	11	14	13	12	11

PAY SERVICES

AVERAGE AUDIENCE	3.0	2.9	2.8	3.3	3.6	3.6	3.1	3.2
SHARE AUDIENCE %	6	5	5	5	6	6	5	6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	50.8	52.5	53.3	55.2	54.8	57.1	58.7	60.0	60.0	60.7	60.2	59.6	57.5	56.4	55.0	53.6		

ABC TV

AVERAGE AUDIENCE {
(HHds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN (R)	SLAP MAXWELL (R)(PAE)	CHINA BEACH (R)
12,660	12,750	9,760	6,870	7,770
14.0	14.1	10.8	7.6	8.6
25	24	18	13	15
13.4	14.5	10.6	8.0	8.5
		10.9	7.3	8.6
				8.8
				8.7

CBS TV

AVERAGE AUDIENCE {
(HHds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

JAKE AND THE FATMAN(B) (R)(PAE)	EQUALIZER (R)	WISEGUY (R)
6,870	8,410	9,040
7.6	9.3	10.0
13	15	18
6.8	8.7	9.5
	8.9	10.0
	9.8	10.1
		10.3
		19 *
		10.5

NBC TV

AVERAGE AUDIENCE {
(HHds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FUNNY PEOPLE	NBC MOVIE OF THE WEEK-WED I MARRIED A CENTERFOLD (R)
6,330	11,030
7.0	12.2
12	21
6.5	10.9
	11.1
	12.3
	12.4
	12.7
	12.4
	13.1
	13.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.7	12.8	12.6	13.6	14.8	15.3	16.0	11.7
SHARE AUDIENCE %	25	24	23	23	25	26	28	22

SUPERSTATIONS

AVERAGE AUDIENCE	2.7	3.5	4.0	4.8	5.2	5.5	5.9	2.7
SHARE AUDIENCE %	5	6	7	8	9	9	10	5

PBS

AVERAGE AUDIENCE	1.6	2.6	3.9	4.2	2.9	3.2	2.7	2.6
SHARE AUDIENCE %	3	5	7	7	5	5	5	5

CABLE ORIG.

AVERAGE AUDIENCE	5.9	7.3	7.6	8.1	9.4	9.3	7.7	7.3
SHARE AUDIENCE %	11	13	14	14	16	16	14	13

PAY SERVICES

AVERAGE AUDIENCE	3.1	3.4	3.4	3.7	4.9	5.4	3.9	3.9
SHARE AUDIENCE %	6	6	6	6	8	9	7	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.5	50.5	51.3	53.7	54.4	56.0	56.5	57.5	57.8	58.5	58.3	58.8	56.3	54.8	53.1	51.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

ABC THURSDAY NIGHT MOVIE RACING WITH THE MOON (PAE)										BURNING QUESTIONS						
7,960										6,870						
8.8	7.7	*			8.9	*			9.3	*		9.3	*	7.6	7.5	*
15	14	*			16	*			18	*		16	*	14	13	*
7.9	7.5		8.6		9.3		9.3		9.4		9.7	8.9		7.4	7.5	7.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

48 HOURS SMOKING WAR										CBS SPECIAL MOVIE-THU OPEN ADMISSIONS (PAE)						
5,150										6,870						
5.7	5.3	*			6.1	*			6.9	*		7.0	*		8.3	*
10	10	*			11	*			12	*		12	*		15	*
5.4	5.1		6.1		6.1		6.7		7.0		6.9	7.0		8.4	8.2	8.1

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BILL COSBY SHOW (R)				BOB HOPE NEWS NETWORK				CHEERS (R)				L.A. LAW (R)				
18,800				15,550				13,830				13,560				
20.8				17.2		17.3	*	17.0	*	15.3		15.0		14.7	*	15.3
38				30		30	*	29	*	26		28		26	*	29
19.2		22.5		17.8		16.8		16.7		14.9	15.7	14.7		14.7		15.2

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.7		12.3		10.6		12.2		12.8		13.7		11.3		9.5
SHARE AUDIENCE %	25		23		19		21		22		23		20		18

SUPERSTATIONS

AVERAGE AUDIENCE	2.3		2.6		2.6		3.2		3.8		4.4		2.8		1.7
SHARE AUDIENCE %	5		5		5		6		7		8		5		3

PBS

AVERAGE AUDIENCE	1.7		2.2		2.6		2.7		2.3		2.3		1.7		1.3
SHARE AUDIENCE %	3		4		5		5		4		4		3		2

CABLE ORIG.

AVERAGE AUDIENCE	5.9		7.2		7.7		9.2		9.7		10.2		8.9		7.3
SHARE AUDIENCE %	12		14		14		16		17		17		16		14

PAY SERVICES

AVERAGE AUDIENCE	2.2		2.5		2.6		2.9		4.2		4.8		5.6		4.9
SHARE AUDIENCE %	4		5		5		5		7		8		10		9

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.8	46.9	46.2	47.4	47.3	48.7	50.4	51.4	51.8	53.3	53.9	54.3	53.6	53.6	52.8	51.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

PERFECT STRANGERS (R)	ABC SAT. MORNING PREVIEW	← LIFE AFTER DEATH ROW (PAE) →		← 20/20 →				
7,680	6,600	8,050			11,750			
8.5	7.3	8.9	7.8	*	10.0 *	13.0	12.9 *	13.1 *
18	14	17	15	*	19 *	25	24 *	25 *
8.2	8.9	7.4	8.1	9.8	10.2	12.4	13.3	12.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CBS SPECIAL MOVIE-FRI-1 SECRET WITNESS					CBS SPECIAL MOVIE-FRI-2 RUN TILL YOU FALL (PAE)					
10,400					9,580					
11.5	10.2 *		11.5 *	12.8 *	10.6	10.7 *		10.4 *	10.6 *	
23	21 *		23 *	24 *	20	20 *		19 *	20	
10.0	10.4	11.3	11.7	12.8	12.7	11.0	10.5	10.4	10.4	10.6

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

HIGHWAYMAN SPECIAL (R)			BLACKIE'S MAGIC (R)			MIAMI VICE (R)		
5,420		6,600		8,140				
6.0	5.5 *	6.4 * 7.3	6.8 *	7.8 * 9.0	8.7 *		9.2	
12	11 *	13 * 14	13 *	14 * 17	16 *		18	
5.3	5.7	6.4	6.7	7.9	8.6	8.9	9.1	9.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	12.2	11.6	11.2	11.8	11.9	12.3	10.8	9.8
SHARE AUDIENCE %	26	25	23	23	23	23	20	19

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

AVERAGE AUDIENCE	2.6	2.6	2.4	2.7	2.8	2.7	2.1	2.0
SHARE AUDIENCE %	6	6	5	5	5	5	4	4

PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1.0	1.0
2	1.0	1.0
3	1.0	1.0
4	1.0	1.0
5	1.0	1.0
6	1.0	1.0
7	1.0	1.0
8	1.0	1.0
9	1.0	1.0
10	1.0	1.0
11	1.0	1.0
12	1.0	1.0
13	1.0	1.0
14	1.0	1.0
15	1.0	1.0
16	1.0	1.0
17	1.0	1.0
18	1.0	1.0
19	1.0	1.0
20	1.0	1.0
21	1.0	1.0
22	1.0	1.0
23	1.0	1.0
24	1.0	1.0
25	1.0	1.0
26	1.0	1.0
27	1.0	1.0
28	1.0	1.0
29	1.0	1.0
30	1.0	1.0
31	1.0	1.0
32	1.0	1.0
33	1.0	1.0
34	1.0	1.0
35	1.0	1.0
36	1.0	1.0
37	1.0	1.0
38	1.0	1.0
39	1.0	1.0
40	1.0	1.0
41	1.0	1.0
42	1.0	1.0
43	1.0	1.0
44	1.0	1.0
45	1.0	1.0
46	1.0	1.0
47	1.0	1.0
48	1.0	1.0
49	1.0	1.0
50	1.0	1.0
51	1.0	1.0
52	1.0	1.0
53	1.0	1.0
54	1.0	1.0
55	1.0	1.0
56	1.0	1.0
57	1.0	1.0
58	1.0	1.0
59	1.0	1.0
60	1.0	1.0
61	1.0	1.0
62	1.0	1.0
63	1.0	1.0
64	1.0	1.0
65	1.0	1.0
66	1.0	1.0
67	1.0	1.0
68	1.0	1.0
69	1.0	1.0
70	1.0	1.0
71	1.0	1.0
72	1.0	1.0
73	1.0	1.0
74	1.0	1.0
75	1.0	1.0
76	1.0	1.0
77	1.0	1.0
78	1.0	1.0
79	1.0	1.0
80	1.0	1.0
81	1.0	1.0
82	1.0	1.0
83	1.0	1.0
84	1.0	1.0
85	1.0	1.0
86	1.0	1.0
87	1.0	1.0
88	1.0	1.0
89	1.0	1.0
90	1.0	1.0
91	1.0	1.0
92	1.0	1.0
93	1.0	1.0
94	1.0	1.0
95	1.0	1.0
96	1.0	1.0
97	1.0	1.0
98	1.0	1.0
99	1.0	1.0
100	1.0	1.0

AVERAGE AUDIENCE	1.6	2.2	2.7	2.5	1.8	1.8	1.5	1.3
SHARE AUDIENCE %	3	5	6	5	3	3	3	2

CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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AVERAGE AUDIENCE	5.4	5.8	6.6	7.4	8.3	8.0	6.9	7.0
SHARE AUDIENCE %	12	12	14	15	16	15	13	13

PAY SERVICES

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

AVERAGE AUDIENCE SHARE AUDIENCE %	2.0 4	2.7 6	3.1 6	4.1 8	4.9 9	5.5 10	5.9 11	4.5 9
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U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	41.0	41.9	43.5	44.6	48.3	50.0	51.3	53.1	54.9	55.6	55.4	55.4	54.2	53.9	53.1	52.4	50.6	49.4

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	5,510																	
	6.1	6.2 *			7.1 *				6.5 *			5.5 *		5.2 *		6.3 *		6.4 *
	12	13 *			14 *				12 *			10 *		10 *		12 *		12 *
	5.7	6.6	7.2		7.0	6.9			6.1	6.0		5.1	5.1	5.3	6.2	6.4	6.6	6.2

ABC COLLEGE FTBL GAME
NEBRASKA VS. UCLA
(8:00-11:34)

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	4,610		4,070		5,970													
	5.1		4.5		6.6				5.1 *			6.5 *		6.9 *		5.4 *		7.4 *
	10		9		13				10 *			12 *		13 *		10 *		14 *
	5.0	5.2	4.4	4.5	4.7				5.5	6.1		7.0	6.9	6.8	5.2	5.7	7.2	7.6

FIRST
IMPRESSIONS

FRANK'S PLACE
(R)(PAE)

CBS COLLEGE FTBL GAME
MICHIGAN VS. NOIRE DAME
(9:00-12:30)

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		BABY BOOM		←		MISS AMERICA PAGEANT (10:00-12:13)			
10,850		13,740		19,160		18,980		20,160					
12.0		15.2		21.2		21.0		22.3	*	22.3	*	23.3	*
24		29		38		38		44		41	*	44	*
11.3	12.8	14.3	16.1	20.5	21.9	21.0	21.0	21.7	22.9	23.4	23.2	22.3	21.4

FACTS OF LIFE
(R)

227
(R)

GOLDEN GIRLS
(R)

BABY BOOM

MISS AMERICA PAGEANT
(10:00-12:13)

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.4	12.4	11.8	12.0	12.1	12.2	10.8	10.6	9.0
SHARE AUDIENCE %	28	28	24	23	22	22	20	20	18

SUPERSTATIONS

AVERAGE AUDIENCE	2.9	3.2	2.1	1.9	2.1	2.0	1.6	1.6	1.7
SHARE AUDIENCE %	7	7	4	4	4	4	3	3	3

PBS

AVERAGE AUDIENCE	1.9	2.2	3.0	3.2	2.2	2.3	2.3	2.3	1.6
SHARE AUDIENCE %	5	5	6	6	4	4	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE	7.0	7.7	7.1	7.2	6.9	7.6	8.5	7.2	6.0
SHARE AUDIENCE %	17	17	14	14	13	14	16	14	12

PAY SERVICES

AVERAGE AUDIENCE	3.9	3.9	5.5	5.8	5.8	5.8	4.3	4.0	3.4
SHARE AUDIENCE %	9	9	11	11	11	10	8	8	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	47.2	46.0	42.6	35.1	30.2	27.1	23.8	21.0	18.9	17.3	15.6	14.1	13.0	11.9				

ABC TV

(1)

ABC WEEKEND
REPORT-SAT.
(12:04-
12:19)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

1,270
1.4
4
1.4 1.3

CBS TV

—CBS COLLEGE FTBL GAME—
MICHIGAN VS NOTRE DAME
(9:00-12:30)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

7.5 * 7.5 *
15 * 17 *
7.6 7.5 8.3 6.8

NBC TV

MISS AMERICA
PAGEANT
(10:00-12:13)

←SATURDAY NIGHT→
(12:43-2:03)(PAE)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

22.0 * 3,800 4.2 5.5 * 4.4 * 3.5 *
47 * 4.2 21 * 20 * 20 *
21.7 22.2 21.3 6.2 5.4 5.0 3.9 3.7 3.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.1 7.0 6.9 6.1 4.6 3.5 2.9
17 18 24 27 25 24 23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9 1.8 1.8 1.5 1.2 0.9 0.8
4 5 6 7 7 6 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3 1.1 1.0 0.7 0.5 0.4 0.3
3 3 3 3 3 3 2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1 4.5 4.1 3.0 2.3 2.2 2.0
11 12 14 13 13 15 16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2 2.9 3.5 3.2 3.1 2.6 2.4
7 7 12 14 17 18 19

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC COLLEGE FTBL GAME, NEBRASKA VS UCLA, ABC, (8:00-11:34), (5)

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.5	52.5	54.4	56.0	58.5	60.5	60.9	62.2	62.2	62.3	61.3	60.0	58.3	57.2	55.2	52.7	47.8	41.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DISNEY SUNDAY MOVIE NOT QUITE HUMAN, PT. 2 (R)				MACGYVER (R)				ABC SUNDAY NIGHT MOVIE SCANDAL SHEET (R)(PAE)									
	8,230				9,850				12,380									
	9.1	8.5 *		9.7 *	10.9	9.4 *		12.3 *	13.7	13.0 *		13.8 *		14.0 *		14.2 *		
	17	16 *		18	18	16 *		20	23	21 *		23		24 *		26 *		
	8.1	9.0	9.4	9.9	8.7	10.2	11.7	12.9	12.5	13.4	13.8	13.9	13.9	14.1	14.3	14.1		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	US OPEN TENNIS-SUNDAY (4:20-9:26)(PAE)				60 MINUTES (9:26-10:26)(PAE)				CBS SUNDAY MOVIE INTRIGUE (10:26-12:26)(PAE)									
									11,840				7,960					
		9.8 *		10.9 *		11.4 *		11.5 *	13.1			13.2 *		8.8		9.2 *		8.7 *
		20 *		21 *		20 *		19 *	22			22 *		19		16 *		17 *
	9.0	10.5	10.7	11.2	11.6	11.2	11.2	11.8	13.2	12.1	13.6	12.8	13.4	10.4	9.4	9.0	9.1	8.4

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	(1)	RAGS TO RICHES (7:16-8:16)(R)(PAE)				FAMILY TIES (8:16-8:46) (R)(PAE)				MY TWO DADS (8:46-9:16) (R)(PAE)				NBC SUNDAY NIGHT MOVIE SHOOTER (9:16-11:16)(PAE)				
		7,140				10,670		11,300		10,220								
		7.9		7.4 *		11.8		12.5		11.3		11.0 *		11.7 *		11.6 *		10.7 *
		14		14 *		19		20		20		18 *		20 *		21 *		22 *
	14.1	7.4	7.2	7.6	9.1	10.7	12.8	11.7	13.3	11.1	10.7	11.3	11.6	11.9	11.6	11.6	10.9	8.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

	11.8		13.4		15.4		14.0		11.6		12.0		11.2		10.1		6.6
	23		24		26		23		19		20		19		19		15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.9		2.3		2.9		3.3		2.6		2.9		2.7		2.7		2.4
	4		4		5		5		4		5		5		5		5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.1		2.5		3.1		3.5		2.8		3.0		2.0		1.8		1.2
	4		5		5		6		4		5		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	6.6		7.4		6.9		6.8		7.1		6.9		6.6		6.4		4.0
	13		13		12		11		11		11		11		12		9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.8		4.2		5.1		5.8		7.1		6.2		6.2		5.9		5.2
	7		8		9		9		11		10		11		11		12

U.S. TV HOUSEHOLDS: 90,400,000
(1) NFL GAME 2, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.9	29.9	26.0	22.5	20.0	17.9	15.3	13.7	11.7	10.6	9.5	8.8	7.9	7.4				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,900
(Hhds (000) & %)	%	2.1
SHARE AUDIENCE	%	11
AVG. AUD. BY 1/4 HR	%	2.1

CBS TVCBS SUNDAY MOVIE
INTRIGUE
(10:28-12:28) (PAE)

(2)

AVERAGE AUDIENCE	{				2,170
(Hhds (000) & %)	%	8.9	*		2.4
SHARE AUDIENCE	%	23	*		11
AVG. AUD. BY 1/4 HR	%	9.0	8.7	8.6	2.5 2.4

CBS NEWS
NIGHTWATCH-
(11:35-12:35) (PAE)

720
0.8
7
0.8 0.8

NBC TV

(3) (PAE)

AVERAGE AUDIENCE	{	1,540
(Hhds (000) & %)	%	1.7
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	1.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.2	4.2	3.5	2.7	2.1	1.6	1.3
SHARE AUDIENCE %	16	17	19	19	19	18	17

SUPERSTATIONS

AVERAGE AUDIENCE	1.5	1.4	1.2	0.9	0.7	0.7	0.6
SHARE AUDIENCE %	5	6	6	6	6	8	8

PBS

AVERAGE AUDIENCE	1.1	0.6	0.5 ^	0.3 ^	0.2 ^	0.1 v	0.1 v
SHARE AUDIENCE %	3	2	3 ^	2 ^	2 ^	1 v	1 v

CABLE ORIG.

AVERAGE AUDIENCE	4.0	3.1	2.6	2.0	1.9	1.5	1.3
SHARE AUDIENCE %	12	13	14	14	17	16	17

PAY SERVICES

AVERAGE AUDIENCE	3.7	3.0	2.4	2.2	1.7	1.6	1.5
SHARE AUDIENCE %	11	12	13	15	15	18	20

U.S. TV HOUSEHOLDS: 90,400,000
 (1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)
 (2) CBS SUNDAY NEWS (PAE), CBS, (12:26-12:41)
 (3) G MICHAEL'S SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page 8

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.4	8.7	10.5	12.6	14.9	16.5	17.6	18.2	18.7	19.5	20.0	20.2	20.7	21.4	21.8	22.1	21.4	22.0

ABC TV		(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (TUE-FRI)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (TUE-FRI)
AVERAGE AUDIENCE (Hhds (000) & %)	{		1,240		1,970	3,230	3,230
SHARE AUDIENCE	%		1.4		2.2	3.6	3.6
AVG. AUD. BY 1/4 HR	%		15		16	19	19
			1.4		2.2	3.6	3.5

CBS TV			CBS MORNING NEWS-6:30AM (TUE-FRI)(PAE)	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1 (TUE-FRI)(PAE)	CBS THIS MORNING-B (SJS)	CBS THIS MORNING-2 (TUE-FRI)(PAE)	FAMILY FEUD (TUE-FRI)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	{		810		1,830		1,810	2,330
SHARE AUDIENCE	%		0.9		2.0		2.0	2.6
AVG. AUD. BY 1/4 HR	%		9		11		10	13
			0.8	1.0	2.1	2.0	2.0	2.5

NBC TV			NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY (PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	{		1,550		3,510	3,840
SHARE AUDIENCE	%		1.7		3.9	4.3
AVG. AUD. BY 1/4 HR	%		20		21	22
			1.5	2.0	3.8	4.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.5	2.7	4.4	5.5	5.3	5.5	5.0	5.0	5.2
SHARE AUDIENCE %	18	24	28	31	28	28	24	23	24

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	1.0	1.6	1.9	1.8	1.9	1.6	1.6	1.6
SHARE AUDIENCE %	9	9	10	11	9	9	8	7	8

PBS

AVERAGE AUDIENCE	0.1	0.1	0.3	0.5	0.9	1.1	1.4	1.6	1.3
SHARE AUDIENCE %	1	1	2	3	5	6	7	7	6

CABLE ORIG.

AVERAGE AUDIENCE	1.3	1.5	1.9	2.1	2.2	2.3	2.5	2.7	2.6
SHARE AUDIENCE %	16	13	12	12	11	12	12	12	12

PAY SERVICES

AVERAGE AUDIENCE	0.6	0.6	0.8	0.9	1.0	1.1	1.2	1.2	1.1
SHARE AUDIENCE %	8	6	5	5	5	5	6	5	5

U.S. TV HOUSEHOLDS: 90,400,000
 (1) ABC WORLD NEWS-MORN-615A, (PAE), ABC, (6:15-6:30), (TUE-FRI)
 (2) ABC WORLD NEWS-MORN-645A, (PAE), ABC, (6:45-7:00), (TUE-FRI)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	22.1	22.4	22.6	23.0	22.8	23.6	24.8	25.6	26.2	27.0	28.8	29.5	29.2	29.2	28.1	28.3	28.2	28.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GROWING PAINS (TUE-FRI)(PAE)	HOME (TUE-FRI)(PAE)	RYAN'S HOPE (TUE-FRI)(PAE)	LOVING (TUE-FRI)(PAE)	ALL MY CHILDREN (TUE-FRI)(PAE)	ONE LIFE TO LIVE (TUE-FRI)(PAE)
2,280	2,080	1,900	3,030	6,030	6,400
2.5	2.3	2.1	3.4	6.7	* 7.1
11	11	9	13	24	* 26
2.4	2.6	2.3	2.4	2.1	2.1

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NEW CARD SHARKS (TUE-FRI)(PAE)		PRICE IS RIGHT 1 (TUE-THU)(PAE)		PRICE IS RIGHT 2 (TUE-THU)(PAE)		(PAE)	←YOUNG AND THE RESTLESS→ (TUE-THU)(PAE)			BOLD AND THE BEAUTIFUL (TUE-THU)(PAE)		←AS THE WORLD TURNS→ (TUE-THU)(PAE)		
2,310		4,130		5,330			6,570			4,580		5,510		
2.6		4.6		5.9			7.3			* 5.1		6.1		
13		22		28			29		*	18		22		*
2.5	2.6	4.3	4.8	5.7	6.1		7.0	7.2	7.4	7.4	5.0	5.1	6.0	6.1
													6.2	6.2

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CLASSIC CONCENTRATION (TUE-FRI)(PAE)	WHEEL OF FORTUNE (TUE-FRI)(PAE)	WIN, LOSE OR DRAW (TUE-FRI)(PAE)	SUPER PASSWORD (PAE)	SCRABBLE	DAYS OF OUR LIVES (TUE-FRI)(PAE)	ANOTHER WORLD (TUE-FRI)(PAE)
3,200	4,070	3,470	2,680	3,720	5,970	4,090
3.5	4.5	3.8	3.0	4.1	6.6	* 4.5
16	22	16	12	16	24	* 17
3.5	3.6	4.4	4.6	3.7	4.0	4.5

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1	4.7	5.0	5.4	6.2	6.2	6.6	6.2	6.5
23	21	21	21	23	21	23	22	23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	1.7	1.8	1.7	2.0	1.9	1.9	1.9	2.0
8	7	8	7	8	7	7	7	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.0	0.9	0.9	0.8	0.9	0.8	0.8	0.7
6	4	4	3	3	3	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7	2.8	2.8	2.9	3.0	3.3	3.4	3.6	3.8
12	12	12	12	11	11	12	13	13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.4	1.2	1.1	1.2	1.3	1.4	1.6	1.6
6	6	5	5	4	5	5	6	6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	28.2	28.7	29.4	30.3	30.5	31.9	33.1	34.5	35.6	37.5	38.4	40.0	45.7	47.4	48.5	49.2

ABC TV

← GENERAL HOSPITAL
(TUE-FRI)(PAE) →

ABC WORLD
NEWS TONIGHT

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 6,780
7.5 7.3 * 7.6 *
% 27 27 * 26 *
% 7.3 7.4 7.6 7.7

8,570
9.5
20
9.3 9.6

CBS TV

← GUIDING LIGHT
(TUE-THU)(PAE) →

(PAE) →

CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 4,790
5.3 5.2 * 5.3 *
% 19 19 * 18 *
% 5.3 5.2 5.3 5.4

8,570
9.5
20
9.4 9.6

NBC TV

← SANTA BARBARA
(TUE-FRI)(PAE) →

NBC NIGHTLY
NEWS

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 3,960
4.4 4.3 * 4.5 *
% 16 16 * 15 *
% 4.3 4.3 4.5 4.6

8,460
9.4
20
9.3 9.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.8	7.4	8.3	9.3	10.1	10.4	11.9	12.7
SHARE AUDIENCE %	24	25	27	28	28	27	25	26

SUPERSTATIONS

AVERAGE AUDIENCE	1.9	2.0	2.4	3.0	2.8	2.7	2.7	2.9
SHARE AUDIENCE %	7	7	8	9	8	7	6	6

PBS

AVERAGE AUDIENCE	0.7	0.8	1.0	1.1	1.0	1.1	1.1	1.3
SHARE AUDIENCE %	2	3	3	3	3	3	2	3

CABLE ORIG.

AVERAGE AUDIENCE	3.9	4.2	4.6	4.7	4.8	5.1	5.2	5.5
SHARE AUDIENCE %	14	14	15	14	13	13	11	11

PAY SERVICES

AVERAGE AUDIENCE	1.7	1.8	1.5	1.6	1.8	1.9	2.0	2.3
SHARE AUDIENCE %	6	6	5	5	5	5	4	5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.6	8.6	9.8	11.5	13.4	15.5	18.0	20.3	21.7	23.9	25.4	26.6	26.8	27.2	27.0	27.7	28.5	29.3

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEANY AND CECIL	WINNIE THE POOH I	WINNIE THE POOH II	SLIMER & REAL GHOSTS.	SLIMER & REAL GHOSTS.	PUP NAMED SCOOBY DOO	BUGS BUNNY/TWEETY SHOW I
1,720	3,530	4,880	5,330	6,060	5,600	5,150
1.9	3.9	5.4	5.9	6.7	6.2	5.7
13	20	23	23	25	23	20
1.7	2.2	3.5	4.2	5.0	5.7	5.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE(B)	US OPEN TENNIS- SATURDAY I (11:00-4:00)
1,360	2,350	2,890	3,530	4,160	2,800	3,620
1.5	2.6	3.2	3.9	4.6	3.1	4.0
9	14	15	16	18	12	13
1.4	1.7	2.4	3.3	4.2	3.1	2.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

KISSYFUR (PAE)	GUMMI BEARS	SMURFS I	SMURFS II (PAE)	ALF-SAT MORN	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS
2,440	3,340	3,800	4,610	4,250	4,790	5,970
2.7	3.7	4.2	5.1	4.7	5.3	6.6
19	19	18	20	17	19	23
2.4	3.1	3.5	4.6	4.6	5.4	6.3

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2	2.6	2.8	3.0	3.5	4.6	5.0	6.0	6.4
27	25	19	16	15	18	19	22	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	1.0	1.1	1.2	1.2	1.4	1.3	1.5	1.7
7	9	8	6	5	5	5	5	6

FBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2	0.4	0.6	0.8	0.9	1.0	0.9	1.1	1.0
2	4	4	4	4	4	3	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.2	3.1	3.9	4.1	3.9	4.3	4.1	4.8
23	21	22	20	18	15	16	15	17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.3	1.5	1.5	2.2	2.4	1.6	1.6	1.7
15	12	10	8	10	9	6	6	6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.3	29.7	29.2	29.4	29.5	29.8	29.3	29.8	29.6	30.2	29.8	30.6	30.8	31.0	31.5	32.4	32.6	32.7

																			(2)
ABC TV																			
		BUGS BUNNY/TWEETY SHOW II		ANIMAL CRACK- UPS		(1)													
AVERAGE AUDIENCE	{	6,690		3,710		2,710												4,970	
(Hhlds (000) & %)		7.4		4.1		3.0												5.5	4.6 *
SHARE AUDIENCE	%	25		14		10												16	14 *
AVG. AUD. BY 1/4 HR	%	7.1	7.7	3.9	4.2	3.1	3.0											4.1	5.0

CBS TV																			
		US OPEN TENNIS-SATURDAY-1 (11:00 4:00)																	
AVERAGE AUDIENCE	{		3.0 *		3.4 *		3.5 *		3.8 *		4.3 *		5.0 *		5.2 *		5.0 *		4.3 *
(Hhlds (000) & %)			11 *		12 *		12 *		13 *		14 *		17 *		17 *		16 *		13 *
SHARE AUDIENCE	%																		
AVG. AUD. BY 1/4 HR	%	3.0	3.1	3.4	3.5	3.5	3.5	3.7	3.8	4.1	4.4	4.9	5.1	5.2	5.2	5.2	4.8	4.1	4.5

NBC TV																			
		MISADVENTURES -ED GRIMLEY (PAE)		2 HIP FOR TV I		2 HIP FOR TV II													
AVERAGE AUDIENCE	{	4,520		1,900		1,360							3,160	4,610					
(Hhlds (000) & %)		5.0		2.1		1.5							3.5	5.1					
SHARE AUDIENCE	%	17		7		5							12	16					
AVG. AUD. BY 1/4 HR	%	5.2	4.7	2.4	1.9	1.6	1.5						3.5	3.8	4.5	4.4	4.8	5.2	5.6

(3) ← NBC MAJOR LEAGUE BASEBALL
DETROIT VS NEW YORK YANKEES
CHICAGO CUBS VS ST. LOUIS
(MULTI SEGMENT)(PAE)

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.9	7.4	8.1	8.2	9.1	8.5	8.8	9.0	8.8
SHARE AUDIENCE %	23	25	27	28	30	28	28	28	27

SUPERSTATIONS

AVERAGE AUDIENCE	1.9	2.1	2.2	2.3	2.6	2.2	2.1	2.4	2.3
SHARE AUDIENCE %	6	7	7	8	9	7	7	8	7

PBS

AVERAGE AUDIENCE	1.2	1.4	1.8	1.9	2.0	2.1	1.9	1.8	1.7
SHARE AUDIENCE %	4	5	6	6	7	7	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	4.6	5.0	5.1	5.1	4.8	5.1	5.2	5.3	5.2
SHARE AUDIENCE %	16	17	17	17	16	17	17	17	16

PAY SERVICES

AVERAGE AUDIENCE	1.4	2.1	2.6	2.9	2.1	2.2	2.0	2.6	3.1
SHARE AUDIENCE %	5	7	9	10	7	7	6	8	10

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WEEKEND SPECIALS, CAPT. JACK HARRIS/PUSS IN BOOTS, ABC, (12:30-1:00), (R)
(2) ABC COLLEGE FBALL GAME, SYRACUSE V OHIO, USC V STANFORD, ABC, (3:30-6:47)
(3) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:17)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 10, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.4	33.2	34.0	34.8	34.4	35.0	35.9	36.3	38.2	39.7	40.2	40.4						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ABC COLLEGE FTBALL GAME SYRACUSE VS OHIO USC VS STANFORD (3:30-6:47)(PAE)																	
		5.4 *		5.6 *		5.1 *		5.9 *		6.0 *		4,610					
		16 *		16 *		15 *		16 *		15 *		5.1					
	5.3	5.5	5.5	5.6	4.9	5.2	5.8	6.0	5.7	6.2	6.5	13					
												5.1					

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

US OPEN TENNIS-SATURDAY-2																	
	5,150											4,160					
	5.7	5.1 *		5.4 *		5.7 *		6.1 *		6.4 *		4.6					
	16	16 *		16 *		16 *		17 *		16 *		11					
	4.9	5.3	5.6	5.2	5.6	5.7	5.9	6.2	6.5	6.3	4.9	4.3					

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NBC MAJOR LEAGUE BASEBALL DETROIT VS NEW YORK YANKEES CHICAGO CUBS VS ST. LOUIS (MULTI SEGMENT)(PAE)																	
		5.5 *		5.7 *		5.4 *						8,140					
		17 *		17 *		16 *						9.0					
	5.5	5.5	5.6	5.8	5.6	4.6	4.3					22					
												8.6	9.3				

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.0	9.2	9.6	10.6	10.5	11.6
24	27	28	29	27	29

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.2	2.5	2.8	2.9	3.1
5	6	7	8	7	8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	1.8	1.5	1.7	1.7	1.6
5	5	4	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2	5.7	6.5	7.1	7.0	7.5
16	17	19	20	18	19

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9	2.6	2.8	2.6	2.7	3.2
9	8	8	7	7	8

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC COLLEGE FOOTBALL-POST, (PAE), ABC, (6:47-8:59)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.2	7.2	8.0	9.3	11.0	13.0	15.1	17.0	18.6	20.7	22.1	23.1	24.8	26.0	26.3	27.4	28.0	28.2

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HEALTH SHOW BUSINESS WORLD
1,080 1,080
1.2 1.2
4 4
1.1 1.2 1.2 1.2

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SUNDAY MORNING →

FACE THE NATION FOR OUR TIMES (SUS)

3,890 4.3 3.5 * 4.5 * 4.8 * 1,990
19 17 * 19 * 19 * 2.2
3.1 4.0 4.5 4.6 4.8 2.3 2.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SUNDAY TODAY →

MEET THE PRESS

2,170 2.4 2.0 * 2.6 * 2.6 * 1,810
14 15 * 15 * 13 * 2.0
1.8 2.2 2.6 2.6 2.5 2.0 1.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5 2.5 3.6 4.9 5.4 6.2 7.4 8.2 8.6
22 29 30 30 27 27 29 30 31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4 1.0 1.3 1.7 1.8 1.8 2.0 2.1 2.3
6 11 11 11 9 8 8 8 8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2 0.3 0.7 1.2 1.5 1.5 1.5 1.6 1.8
3 3 6 7 8 7 6 6 6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6 2.4 3.1 3.7 4.2 5.1 5.9 6.2 5.9
24 28 26 23 21 23 23 23 21

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1 1.0 1.2 1.7 2.2 2.7 3.2 3.5 3.7
16 11 10 11 11 12 13 13 13

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 11, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.5	28.9	29.2	30.0	30.9	32.6	33.5	35.3	36.2	37.6	38.4	39.2	39.7	39.9	41.0	41.4	41.2	41.4

←THIS WEEK-DAVID BRINKLEY→

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

2,890
3.2
11
3.0
3.1
10
3.3
3.2
10
3.1

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

5,700
6.3
21
5.6
12,380
13.7
35
10.2
11.1
32
12.0
13.1
13.4
36
14.0
14.3
14.6
38
14.9
13.6
13.8
35
14.1
14.6
14.4
35
14.2
14.5
14.7
36
14.9

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NFL LIVE

NFL GAME 1
MIAMI VS BUFFALO
PITTSBURGH VS WASHINGTON
(MULTI SEGMENT)(PAE)

3,530
3.9
13
3.5
6,330
7.0
18
4.5
4.8
14
5.2
5.7
6.0
16
6.1
6.6
6.6
17
6.5
6.1
6.4
16
6.7
7.2
7.5
18
7.7
7.6
7.7
19
7.9

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3
32
8.7
29
8.2
26
7.6
22
8.2
22
8.3
21
8.9
22
9.1
22
9.6
23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6
9
2.8
9
2.4
8
2.1
6
2.1
6
2.3
6
2.3
6
2.4
6
2.3
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
6
1.3
4
1.5
5
1.1
3
1.1
3
1.3
3
1.3
3
1.2
3
1.3
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9
21
6.1
21
5.6
18
5.1
15
4.8
13
4.8
12
5.4
14
5.3
13
5.2
13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3
11
3.7
13
3.9
12
3.8
11
2.6
7
3.0
8
3.0
8
3.0
7
2.6
6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 11, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	42.0	42.4	41.3	41.6	41.8	42.2	42.7	43.7	44.6	45.5	46.1	47.0						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ABC WRLD NEWS
TONIGHT-SUN

7,230
8.0
17
7.9 8.2

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(1)

US OPEN TENNIS-SUNDAY
(4:20-9:26)(PAE)

7,320
8.1
16
5.8
5.3
5.1 *
12 *
4.9
4.7
4.7 *
11 *
4.6
4.7
4.8 *
11 *
5.0
4.9
5.0 *
11 *
5.1
5.5
5.9 *
13 *
6.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

(2)

NFL GAME 2
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

12,930
14.3
31
8.4
14.6
14.1
14.1 *
34 *
14.2
14.6
14.5 *
35 *
14.5
14.1
13.8 *
32 *
13.6
14.2
14.5 *
32 *
14.6
14.6
14.6 *
31 *
14.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3
22
9.6
23
9.4
22
10.3
24
9.0
20
9.8
21

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3
5
2.1
5
2.2
5
2.5
6
2.0
4
2.1
5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5
4
1.6
4
1.6
4
1.6
4
1.3
3
1.2
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6
13
6.4
15
6.1
15
6.2
14
6.1
14
6.4
14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2
5
2.7
7
3.8
9
4.0
9
3.4
8
3.0
6

U.S. TV HOUSEHOLDS: 90,400,000
(1) CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (PAE), CBS (MULTI SEGMENT)
(2) NFL GAME 1, MIAMI VS BUFFALO, PITTSBURGH VS WASHINGTON (PAE), NBC (MULTI SEGMENT)

For explanation of symbols, See page B.

CLIENT NOTICE

October 19, 1988

THE POCKETPIECE REPORT
September 5-11, 1988

The following revised program audience estimates are the result of information received from the network too late for inclusion in the above report.

62 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 5-11, 1988

PROGRAM NAME		NO.	KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS		CHD		
DAY	TIME			DUR	NET OF	TOT. WORK- PERS (NG)	WOMEN	MEN	TOTAL	18- 25- TOTAL	18- 21- TOTAL	18- 21- TOTAL	21- 25- TOTAL	25- 35- TOTAL	12- 17- TOTAL														
#STMS	CVE%	TYPE	T/C	W	%	%	%	(2-)	18-	49	21+	54	24	34	49	21+	49	54	49	54	64	55+	17	17	11				
WEEKEND DAYTIME SPORTS																													
ABC COLLEGE FTBALL GAME																													
SAT	3:30P	197	ABC	1	B	5.4	.0	15	488	1405	137	440	183	430	190	788	72	226	400	767	379	450	327	398	380	318	83	62	93
	213	98	SE	1	C	5.4	.0	15	488	1405	137	440	183	430	190	788	72	226	400	767	379	450	327	398	380	318	83	62	93
SYRACUSE V OHIO; USC V STANFORD																													
	3:30 - 4:00		A			4.3	.1	13	389	1345	123	401	189	381	165	700	64	218	392	864	356	428	328	400	351	236	115	91	130
	4:00 - 4:30		A			5.4	.1	16	488	1399	136	407	180	397	186	796	72	251	428	766	398	471	356	429	377	295	93	79	94
	4:30 - 5:00		A			5.6	.1	16	506	1436	139	430	195	423	210	800	83	234	422	772	394	455	399	400	396	317	110	76	97
	5:00 - 5:30		A			5.1	.0	15	461	1396	128	436	173	427	172	791	83	227	396	775	381	445	313	378	387	330	89	61	78
	5:30 - 6:00		A			5.9	.0	16	533	1356	134	438	177	433	183	785	88	223	396	773	383	452	328	396	373	321	62	44	71
	6:00 - 6:30		A			6.0	.1	15	542	1380	140	455	178	449	195	781	82	202	380	770	349	423	298	372	366	347	50	41	93
	6:30 - 7:00		A			6.3	.1	16	570	1425	149	488	201	466	201	790	88	206	385	775	351	429	297	376	371	346	59	42	88

92 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

SEP. 5-11, 1988

DAY TIME NETWORK PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																		TEEN S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
			TOTAL PERS	WORKING WOMEN	LOH 18-49	WOMEN					MEN					TOT.	FEM.	TOT.	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
			18- 49	18- W/CH	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	18- 25- 35- 55+	12- 17- 18	12- 17- 18	2- 6- 11	2- 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
SATURDAY EVENING																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								</

127 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

SEP. 5-11, 1988

DAY TIME NETWORK PROGRAM NAME		HOUSE- HOLDS	AVERAGE MINUTE AUDIENCE %																				TEEN S			CHILD TOT. 2- 11
			TOT. PERS (2-)	WORK- ING WOM. 18+	W O M E N				M E N								TOT. MALE									
					18-	25-	18-	25-	18-	25-	18-	25-	18-	25-	18-	25-	18-	25-	18-	25-	18-	25-				
																							TOTAL	49	21-	
SATURDAY AFTERNOON																										
3:30 - 4:00PM		TVU	32.6	17.5	14.4	16.8	14.0	17.2	14.8	19.2	14.4	16.2	16.3	19.7	16.8	17.2	16.9	17.3	19.1	26.5	18.9	21.1	14.2			
A ABC COLLEGE FTBALL GAME			4.3	2.2	1.2	1.7	1.1	1.7	1.2	3.2	2.0	2.5	2.6	3.3	2.6	2.9	2.8	3.1	3.5	4.3	2.2	3.5	1.4			
4:00 - 4:30PM		TVU	32.8	17.8	15.2	17.3	14.4	17.8	15.3	20.0	13.8	16.3	16.4	20.6	16.9	17.4	17.1	17.6	20.0	29.4	17.0	19.0	13.9			
A ABC COLLEGE FTBALL GAME			5.4	2.9	1.7	2.1	1.5	2.2	1.7	4.6	2.8	3.6	3.6	4.7	3.7	4.0	3.8	4.1	4.7	6.8	2.3	3.8	1.3			
4:30 - 5:00PM		TVU	34.4	19.1	16.5	18.5	15.6	19.0	16.9	21.4	14.0	16.5	17.3	22.1	18.1	18.6	18.3	18.9	22.2	31.7	18.8	20.1	15.1			
A ABC COLLEGE FTBALL GAME			5.6	3.1	1.8	2.3	1.7	2.4	2.0	4.8	3.3	3.5	3.7	4.9	3.8	4.0	3.8	4.0	5.1	7.5	2.8	3.8	1.4			
5:00 - 5:30PM		TVU	34.7	19.2	17.4	18.7	15.6	19.1	16.7	21.8	13.9	16.7	17.8	22.6	18.7	19.4	19.0	19.8	22.9	31.2	18.5	18.9	14.3			
A ABC COLLEGE FTBALL GAME			5.1	2.8	1.5	2.2	1.3	2.2	1.5	4.3	3.0	3.1	3.2	4.5	3.3	3.5	3.2	3.4	4.5	7.1	2.1	2.8	1.0			
5:30 - 6:00PM		TVU	36.1	20.2	19.2	20.7	17.2	21.1	18.5	22.4	16.0	18.1	18.7	23.2	19.5	20.4	19.5	20.5	23.2	30.8	17.7	17.2	14.8			
A ABC COLLEGE FTBALL GAME			5.9	3.1	1.8	2.5	1.6	2.6	1.9	5.0	2.9	3.5	3.7	5.2	3.9	4.2	3.9	4.2	5.1	8.0	1.7	2.3	1.1			